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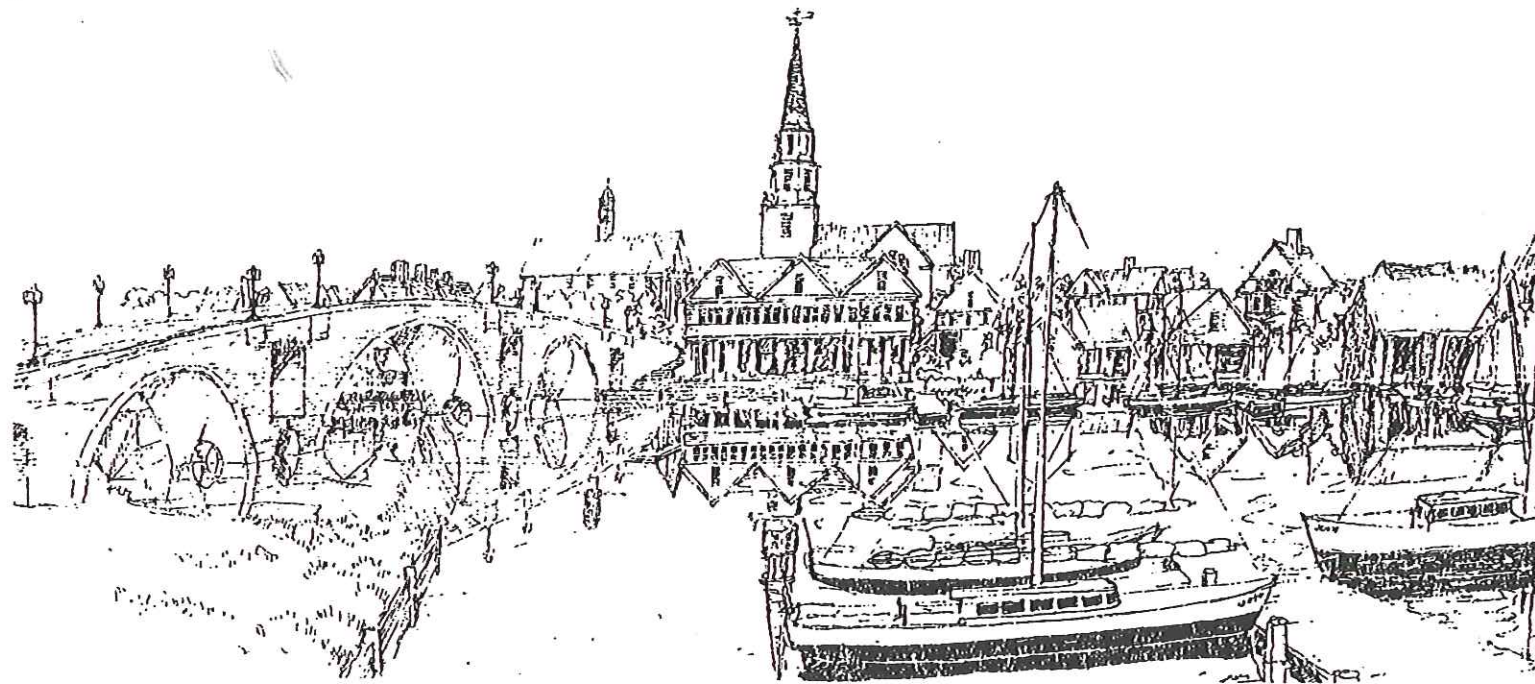
Civic League(s)/Organization(s) Affected: East Ocean View, East Beach

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EAST OCEAN VIEW
A NEW URBAN NEIGHBORHOOD

IN THE

CITY OF NORFOLK, VIRGINIA



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CHARRETTE TEAM**

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CHARRETTE TEAM

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DESIGN CHARRETTE FINAL PRESENTATION

The following is an edited version of the final charrette presentation given by Andres Duany on December 12, 1994.

East Ocean View has gone through rough times. It has decayed. It has become an area of poverty to many, and it has undergone a very difficult political process of purchase, condemnation and demolition, which we have inherited. When a place has become so unbalanced with poverty it becomes necessary to do radical work. East Ocean View became unbalanced economically and it became a district that was a problem for the city. What this plan attempts, very explicitly, is to extend the range of incomes of people living here so that people from all walks of life, people of humble incomes to people of great wealth, can live in proximity. This is a very important part of a neighborhood. Remember that the problem with suburbia is not just that everyone has to drive around, but that everyone is segregated by income. One of the terrible things about suburban sprawl is that people live in enclaves of people of their own income; they don't come to know each other, they come to fear each other, and society breaks down at that level. The traditional American neighborhood includes a broad range of incomes. This is just one of the elements of a neighborhood, but in East Ocean View it has become the central issue.

Our given boundaries were Bay View Avenue to the west, and Ocean View Avenue to the north and the edge and wall of Bay Point, a development from a few years ago which is about to come to life again. We were very quickly told by people who are concerned about this being a wonderful place, that we should extend our area of operation to include the peninsula, and that we should look across Ocean View Avenue to the park to the south, and to the shopping center west of Shore Drive. The shopping center is not doing very well but could, if properly handled, provide the elements of retail that a neighborhood like East Ocean View will need.

THE PLAN

There are two very simple ideas that form the basis of the plan. The major transformation occurs in turning the existing streets into alleys and, as a result, the mature trees become parks in the public realm. The current streets are quite rough, and while it is now considered a negative attribute to have streets this rough, there is a picturesque, small town quality about roads that are not up to Department of Transportation standards. If they were to be upgraded, that entire character would be lost in the same way that a house would be demolished. These qualities are valued and important to preserve. Two streets have been recently rebuilt - Pleasant Avenue and Pretty Lake Road. They have lost all their former character and have become part of the Department of Transportation's collection of new, boring streets. In the new plan, the existing streets are kept the way they are, but they become the alleys. They are already perfect for alleys, 18' wide, and they have a soft quality that makes them rural lanes. A new, updated set of streets is introduced, but the infrastructure is essentially left intact.

While part of East Ocean View's beauty lies in the fact that any shore has beauty, this shore has particular beauty because of its mature trees. It is very difficult to grow new trees in an area that is so wind-swept. Keeping the trees became one of the central issues of the new plan. All the best existing trees are currently in the middle of the blocks, privately held in people's back yards. A neighborhood like East Ocean View is looking for an amenity, and flipping the streets and alleys places the trees in the public realm and they form the core of a system of public parks.

THE ENTRANCE TO EAST OCEAN VIEW

The first sign of arrival to East Ocean View should happen at the southern end of Shore Drive. Several ideas from the plan are combined here to make this a true gateway to East Ocean View. The Department of Transportation is going to rebuild the bridge over Little Creek in order to allow boats with a 20-foot mast to pass underneath. This is a very fortunate circumstance. The Department of Transportation has a rather utilitarian approach to building bridges. But there is new legislation called the ISTEALegislation, that makes federal money available for pedestrian improvements. Pedestrian improvements can be very easily defined as not only wider sidewalks but also beautiful places. It is not enough to simply build a sidewalk. People do not just use sidewalks, they use sidewalks that lead to beautiful places. If this ISTEALegislation is used creatively, the proposed bridge to East Ocean View, with wonderful railings, beautiful lighting, and an elegant curvature would make an extraordinary entrance and be the first sign that you are arriving at someplace special.

This plan requires as much as three acres of water retention, a couple of lakes, in order to meet the storm

water requirement of the new paving. These storm water ponds will be placed on either side of Shore Drive and make a pair of small lakes: a public waterfront.

A site near each of the new squares is reserved for a civic building. The boat yard, to the east of the bridge, is the spot for a fish market and restaurant. The building is stacked in the old English style with the restaurant above, taking advantage of the best view, and the market below. Of course, the market would provide docks for the fishing boats to sell their catch.

After passing through the extraordinary experience of the bridge and civic buildings and the lakes on either side of Shore Drive, you arrive at the neighborhood Square. All over Virginia there are towns that have squares. When you arrive at one of them you know you are at the center of something; someplace special. Norfolk, like suburbia, can be extremely confusing, but this square immediately gives the place identity and an address. The square is quite large, to be the proper scale when travelling quickly in an automobile. Two special towers will be coded and mark the entrance to the square. The center of the square may include a fountain or perhaps remain clear. The police advised against having too many benches on the green where there is no one to use them, but rather to provide them near the shops where there people will use them properly. The 3-story buildings which line the square have shops on the first floor and living above. If the market is not strong for this type of unit, although our research shows there is a very strong market, these could be townhouses interchangeably or even apartments. The west side of Shore Drive includes a series of small buildings to mask the shopping center and its parking.

The block directly behind the square is extra large because of the existing street rhythm. This extra large block provides substantial parking behind the buildings which leads one to think that it would be a good place for a church. Because the parking of the church can be in the back, the church is an excellent fit. There is one church already on the site, but the parking is in the front. It is really no different from a 7-Eleven in its relationship to the street. It is destructive to the immediate and adjacent land. A representative of the church understands that the church is not the kind of compatible church a residential neighborhood should have, and a different site could be made available for their purchase. If churches are interested in buying in a neighborhood like this, there are appropriate sites for 2, 3, even 4 churches. It would be best for the neighborhood if the congregations which come from outside the neighborhood were not driving into the neighborhood, but were intercepted quickly.

Right now, the bay frontage, which makes East Ocean View so attractive, is completely private except for the public beach at the eastern end. The privileged few who live on the bay have the bay view, and everyone else doesn't. It is necessary to allow everyone to take advantage of the bayfront as a neighborhood amenity. One structure which can facilitate the neighborhood reclaiming the beach is an Inn, which serves two purposes. It would provide food and drink along the beach, as well as operating as the community center for East Ocean View.

THE NEW STREETS

The plan north of Pleasant Avenue has a very rectilinear feel to it, and the streets are straight, broken up by squares and dog-legs. The jogs in the streets help the trees grow (because the winds are not permitted to travel down the streets unimpeded), provide more views of the bay for the mid-block houses, and slow up the traffic in the neighborhood. The dog-legs and squares happen where there were some existing trees already on the site, and the configuration of the new streets will help the trees grow to the maturity of those in the southern end.

South of Pleasant Avenue, the plan takes on a more organic feel. The existing tree locations dictate the shapes and locations of the new parks, and the streets are forced around them. Different lot sizes are possible because of the odd-shaped blocks, and this can lead to the possibility of even more variety in the architecture.

The idea of combining a rectilinear grid and an organic curvilinear grid in one neighborhood has a strong precedence in this area. It provides people with the choice of living in the grid in a beachfront way, or living in the woods in a small town or country way.

The police told us that people speed on Pretty Lake Road and suggested a square along it somewhere to help slow the traffic up. A square would be difficult, but there is a wonderful cluster of trees which lends itself perfectly to making a horizontal "bump" in the road. The bump couldn't be in a more perfect

i. DESIGN CHARRETTE FINAL PRESENTATION

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND HOUSING AUTHORITY

ANDRES DUANY ELIZABETH PLATER-ZYBERK

TOWN PLANNERS	
CHARRETTE DATE:	DECEMBER 12, 1994
REVISED:	JANUARY 24, 1995
REVISED:	MAY 31, 1995
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place, because it terminates the eastern view and also originates the major north-south axis - a beautiful, picturesque boulevard between 27th Bay and 28th Bay Streets - which terminates at the Inn on the beach.

THE ADJACENT PROPERTIES

The plan proposed here also makes some recommendations concerning areas adjacent to the boundaries controlled by the Redevelopment and Housing Authority. Those areas, the eastern peninsula and western side of Shore Drive, can be incorporated quite smoothly into the master plan.

Bay Point, which has a wall around it and pretends to be different from East Ocean View, can actually be incorporated entirely into the new system in a seamless way. We had the help of an old friend of ours, Jonathan Barnett, who has been retained by the city as a general advisor on codes and urban design to design the peninsula at the east end. Jonathan wrote a series of guidelines that would cause this peninsula, which is not controlled by the Housing Authority, to behave in a compatible way with the rest of the project. It is proposed that when the owner of this property decides to build here, as long as the new plan is followed the permits can be issued immediately. If the plan is not followed, then there is a process ahead. Instead of putting everybody through a time-consuming and difficult permitting process, exempt them from this process by having a plan on the table that can be followed accurately.

The shopping center to the west can be persuaded to integrate itself into the neighborhood, and the plan offers some ways to facilitate this. One problem with the existing shopping center is that it looks like a shopping center and the only practical way to get there is by car, not by walking. Currently, the shopping center has excessive parking that is rarely used. If the shopping center were to be masked with a new facade, and new buildings were added within the parking lot, it would look like Main Street with a little square at the corner. It has the ability to form a seamless connection from one side of Shore Drive to the other, and to participate in the neighborhood. The new smaller roads running east to west are terribly important to connect the shopping center, but mostly from the pedestrian point of view rather than the vehicular.

ARCHITECTURE

Our eyes were opened beyond the ugly architecture of recent decades once we looked back on historic Ocean View, with its first rate architecture. An architecture, in fact, that has lasted very well.

Ocean View is rich with small houses which are both modest and elegant. They might seem rather common and uninspiring architecturally speaking, but they are in fact quite extraordinary. They assemble together to form wonderful streets; they create beautiful places. There is another important element to this type and that is they are inexpensive. This kind of house with a small porch, elegant windows, a well-designed roof, and the sobriety of the architecture makes the housing type more affordable and much more dignified than the kind of "motel" look that the new housing has acquired.

We didn't confine ourselves to Ocean View to research the architecture. We took one whole day visiting what we were told was the greatest collection of excellent buildings in the vicinity at Richmond. Richmond has three centuries of buildings to observe, and we learned many things.

Richmond has wonderful examples of the small, dignified house, built mainly during the depression. There is a huge area of small, dignified houses in the West End. Buildings like these make a lot of sense in a place like Ocean View. The architectural style in the West End is very much Richmond. It is brick, with classical detailing, not that of a beach community, but the small independent house on its own lot is a delightful type to use to make a town or a neighborhood.

In Richmond we saw that compatibility of different buildings is directly related to handling the parking properly. The library and the church are good neighbors, for instance, when the parking is handled behind the buildings, and this kind of mixture of types is what a neighborhood is all about.

We also saw old American types that have fallen into disuse and essentially have become illegal over time, such as the unit where you can live above and you can work below. One family living in this "duplex" has one mortgage that will cover their place of business and their place of living. Lots of people today are anxious to start their own businesses, but cannot afford the big investment of separate quarters. This type is reintroduced at East Ocean View.

The marketing consultant of our team, Todd Zimmerman, made a very thorough report of what the housing in East Ocean View should be like. He reported that there should be a range of housing for sale from \$70,000 to \$300,000. That was immediately contested by certain people who have extraordinary aspirations and believe it is going to be more like \$70,000 to \$500,000. He also reported a demand for 20% of the total to be apartments and a demand for retirement housing. The retirement housing would not be built conventionally but in the old way, in which you have an apartment where somebody helps you clean and cook, if you want, but you can walk around and fulfill your daily needs because you live in a traditional neighborhood. This means that as you grow older you do not have to leave your old neighborhood. It means you can stay where you know people. This mix gives the neighborhood a full range from starter housing for young families, to rental units for people just out of college, school teachers, and people working for the navy, to retirement housing. The whole range from beginning to end is integrated into this community, in a reasonable ratio. Right now the ratio of East Ocean View is off; the level of poverty is too high for East Ocean View to be a sustainable community. The ratio must be corrected. Todd has studied the region and found that 10% of the market, conservatively estimated taking the full range, will purchase or live here. The study was precisely done and Todd feels that there is a very strong market here.

When it came time to design buildings to fit the new plan of East Ocean View, we settled on a 9-foot module for platting purposes. This proved to be very effective, because a car can park in a 9-foot space. We did not design the big units. We did get some volunteer help from a local architect who drew market rate units. They are very elegant, but they are relatively easy to design. What is difficult is to show what the lower end housing looks like.

We designed the live/work units to have very flexible space below and lofts above. It is particularly nice when the units have balconies on the second floor because you can step out of your living room on the second floor, and still be out of doors. Another aspect of these live/work units is that the garage is attached directly to the back to allow a second layer of cars for guests or people coming to the place of business to park behind the building.

Three people on our team designed the small units in order to prove that these difficult units, the small houses and rental units, are viable for the market. We have designed 5 different townhouses with garages to the back, and a private rear yard. A townhouse less than 18 feet wide becomes useless because it cannot park two cars. There are towers in some of these units so that everyone has a chance to reach for an bay view. Our Code says that towers can be built any height, as long as they are of a limited footprint so they don't block each other's view. When you limit the footprint of the towers, everyone has a chance to look past the other towers and share in the bay view regardless of how far they are inland from the waterfront.

The small, free-standing houses are built on 36' wide lots and have substantial side yards. Some of these have attached or detached garages to the rear. These would make great "empty nester" units with the master bedroom on the first floor.

One of the building types observed in Richmond is an apartment building that is very compatible in a single family residential neighborhood. Its compatibility has everything to do with the expression of the architecture being similar to the houses next door. Essentially, both types meet the street in the same way. Because, the proposed apartment buildings for East Ocean View have two wings coming forward that meet the sidewalk with a small frontage, they are compatible with single family houses. These buildings can each contain 8 or 12 apartments, but their bulk is diminished because of their disposition toward the street. Because the single family house and the courtyard apartment are so compatible (in this form), the transition from one to another can be done immediately. These apartment buildings are generally zoned along Pleasant Avenue, but the responsibility to make them compatible happens when they turn the corners. All the cars are parked to the rear accessed from the alley and the front remains green and essentially compatible with single family housing.

Many people who want to live inexpensively also want to live in a house. So we developed a special half lot, occurring at the ends of blocks that can accommodate small cottages. A standard 54' wide and 100' deep lot can be cut in two, making two 54' by 50' lots at the corners so both lots have frontage. There is a very specific alley unit that bridges across the alley and makes an entrance to the interior of the block.

ii.
DESIGN CHARRETTE FINAL
PRESENTATION

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

CHARRETTE DATE: DECEMBER 12, 1994
REVISED: JANUARY 24, 1995
REVISED: MAY 31, 1995
REVISED: OCTOBER 3, 1995
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THE SECURE BLOCK

A very important concern was introduced at the beginning of the charrette and has been important to the plan all the way through. In a neighborhood like East Ocean View, people are very concerned about security. The people who live here as well as the police have made it clear that security is vital to the success of the new neighborhood. The higher end of the market, which can be brought into East Ocean View, tend to buy out in the suburbs because they are concerned with security. It would be absurd if someone decided to purchase somewhere else due to a lack of feeling secure. Conventional planning suggests that the way to handle security is by walling out the rest of the world and having a guard at the gate. This is, of course, unacceptable. The streets in East Ocean View will be open.

Security will be achieved in East Ocean View in two ways. First, the neighborhood will be built out so that the windows are close to the street. Windows on the street are the source of safety. The Code will also prohibit walls being built that block the views to the street. Instead, the Code will mandate that walls be built at the facade line. This will be a highly supervised street system.

Second, each block will work as an individual community. It is much smaller than the entire neighborhood, and the police already use the block as their standard community policing increment. They encourage people living on the same block to come to know one another, so they know who the strangers or intruders might be. The little units at the ends of the blocks can serve as gateways to the blocks and make the blocks more secure in the rears. A card-operated gate can make the alley a shared communal space, and, if it is designed well, can say "keep-out", while not looking like a prison yard. The alleys are further guarded by windows in the outbuildings. That is why garage apartments are so valuable; they guard the alleys in much the same way the houses guard the sidewalks and streets.

THE URBAN REGULATIONS

Units are compatible or incompatible in terms of their bulk and parking. What must be controlled is the way the units meet the street. We studied the way each building meets the street, either with a paved front, a double width sidewalk with a paved front, a stoop, a dooryard, a small front yard encroached by a porch, or a substantial front yard with a porch and a fence. This is not the entire catalog of urban possibilities, but it is the catalog which is appropriate for East Ocean View. It has six different conditions. This study dictated the Urban Regulations which is the part of the Code that forces all the buildings to behave in the same way.

There are three types of zones in this neighborhood. The first type includes buildings with party walls: townhouses, apartments and live/work units. Party wall buildings must be built up to the sidewalk. The second type are the units that have small side yards. These are built 15' from the sidewalk, but may have a porch which can encroach on that setback. The final type is the courtyard apartment. The wings of the apartment will meet the street in the same way as the houses built next to them, in order to be compatible. The zoning in East Ocean View is actually going to be very "soft" zoning. Different types, apartments, houses, shops will coexist, but as long as they all follow the Urban Code, East Ocean View can be built out quickly and rationally. The current system prescribes "hard" zoning because only houses or townhouses are allowed, and they are always separated.

THE ARCHITECTURAL REGULATIONS

The Architectural Regulations have to do with materials and configurations of the individual buildings. The reason it is necessary to control materials and shapes is two-fold. One, we cannot have people build here in materials that will age badly. Fifteen years from now or ten years from now, the first buildings shouldn't be delaminating the way modern materials do. This will be a permanent investment by people. All materials age, but traditional materials improve with age while modern materials fall apart. There is a tendency in the Code to prescribe natural materials. The second reason it is so important to have architectural regulations is that so many different buildings must be made compatible. The more variety the better, because the great criticism of suburbia is that it is cookie-cutter; everything is the same over and over again. This neighborhood will have the vitality of a real place. It is not that there is a preference or a nostalgia for old Ocean View and its traditional single family houses. If the look is not controlled, then things simply tend to fall apart. That is the long, sad story of public housing in this country. It is funny-looking and it is incompatible with middle class aspirations, which everyone has. Nobody wants to live in a place that looks affordable, they all want to be in a place that looks like the middle class - the mainstream of this country. This Code, as an instrument, will integrate all of this. All of the renderings done

for this project are an expression of the Code - the materials, finishes, roof pitches, and window proportions that are envisioned for East Ocean View.

The plan is both simple and elegant and addresses many things that were beyond our expectations and, at the moment, there are no anxieties about what was produced. This is a demonstration, and a very pure demonstration of a traditional neighborhood.

iii.

DESIGN CHARRETTE FINAL PRESENTATION

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

CHARRETTE DATE:	DECEMBER 12, 1994
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THE SITE

The property is situated in the section of Norfolk known as East Ocean View and is comprised of the bulk of land located east of Shore Drive (Route 60), the easternmost part of the peninsula, beginning at the point where Shore Drive intersects with Ocean View Avenue, between 20th and 21st Bay Streets. It extends to the north shoreline, but excludes the most of the existing marinas along the south shoreline and the entire eastern shoreline, where the Bay Pointe townhouses were constructed on what was to be a much larger residential development which is currently held by First Union Bank. Ocean View is known as a resort area, centrally located within the Tidewater region.

The land proposed for redevelopment incorporates a derelict marina on the shore of Little Creek, a public beach along the Chesapeake Bay shore and several commercial sites. However, the bulk of the properties are residential, ranging from detached houses to apartment buildings, many of which are still occupied. All buildings are in varying states of repair.

The terrain is typical for a coastal area—the land along Ocean View and Pleasant Avenues is flat and sandy, with few trees. A number of live oaks (Quercus Virginiana), slow-growing trees native to the area, still exist, but are dwindling in number. An attempt to preserve them should be considered. Taller trees are located on properties on the north side of Pretty Lake Avenue, overlooking the creek and the marinas. Severe flooding was observed on Pleasant Avenue, just west of the site, and although no major storm water problems were evident, storm water management will need to be addressed. Views from the site across the Chesapeake Bay are prime, while those across both parts of Little Creek are acceptable. The site overlooks the Little Creek Naval Amphibious Base and views range from plain walls to large naval vessels.

The area adjacent to the property contains several businesses, including a strip mall, automotive shops, a furniture store and a motel, along with the First Christian Fellowship Church. It is also the site of the highly-regarded Ship's Cabin restaurant, which overlooks the bay. Numerous other commercial enterprises are located along Ocean View Avenue further west, including a Giant Food store, more motels and restaurants and a go-go bar.

While East Ocean View is reputed to be a high crime area, little evidence of illegal activities can be seen during daylight hours. However, local residents report that they have to exercise caution when walking about after dark. A variety of people currently reside in East Ocean View, including Navy personnel and their families. It is cited as a very convenient location with easy access to downtown Norfolk and amenities, the naval bases, the airport and the Hampton Roads and Chesapeake Bay Bridge-Tunnels. Nearby amenities include a shopping plaza, movie theater and a miniature golf facility, located at the intersection of Shore Drive and Little Creek Road (Route 170). More extensive amenities can be found towards the center of Norfolk, especially along Military Highway, south of the airport, where a variety of restaurants and two large shopping centers are located.

Ocean View Avenue extends along the length of the shore line, and becomes part of Route 60 west of the site. Interstate 64 can be accessed from this road in West Ocean View, and a second entrance is located on Willoughby Spit, but is often closed off. Interstate 64 provides direct access to Hampton, Newport News, Williamsburg and Richmond, where it intersects with Interstate 95 for Washington D.C. and the northeast, and the Carolinas and Florida to the south. East of the site, Route 60 connects with the Chesapeake Bay Bridge-Tunnel, for access to the Delmarva Peninsula, and continues to Virginia Beach, a major oceanfront resort, less than 20 minutes away. A number of highways move traffic around the Norfolk area, including Interstates 64, 264 and 564. However, most are very congested during rush hours as traffic becomes tied up at the bridges and tunnels. Downtown Norfolk can be reached from the site via Little Creek Road (Route 170) and a selection of southbound arteries.

Local bus service is operated by Tidewater Regional Service with one route serving East Ocean View, along Ocean View Avenue between Shore Drive and Granby Street, providing access to downtown Norfolk, and along Shore Drive to the east for connections to Virginia Beach. Connections with other routes provides residents with a choice of routes through Norfolk. Long distance bus service is provided by Greyhound Bus Lines, with a terminal located on Monticello Avenue in downtown Norfolk. Rail passenger service is not available. The Norfolk International Airport is within easy reach of the site, with access to the terminals from Azalea Garden Road and Interstate 64. (The north end of the runway is not far from the eastern point of the site and aircraft were observed at low altitudes above that part of the property.)

Opportunities for indoor and outdoor recreation in the Tidewater area within easy reach of the *East Ocean View Redevelopment Area*, are too numerous to list. All types of water-oriented activities are available, with access to inland waterways, the Chesapeake Bay and the Atlantic Ocean close at hand. Attractions range from naval base tours in Norfolk to the Busch Gardens theme park in Williamsburg. A variety of museums, historic sites and other cultural and educational facilities is also nearby. Public parks in the area include the Seashore State Park, with campgrounds and hiking trails, and Mount Trashmore Park, a transformed landfill, with picnic areas and playgrounds, both in Virginia Beach, and the Great Dismal Swamp National Wildlife refuge in Chesapeake and Suffolk. The East Ocean View Community Park is one of a number of small parks in Norfolk, and is located along Little Creek, between 20th and 24th Bay Streets. The nearest golf courses are the Ocean View Golf Course in West Ocean View, the Lake Wright Golf Course, located just beyond the airport, and the Cypress Point Country Club in western Virginia Beach.

Children living in East Ocean View, east of 17th Bay Street, attend the following schools: Little Creek Elementary School on Little Creek Road, for grades Kindergarten through Five, (the largest elementary school in the district, with 1,042 students); Azalea Gardens Middle School on Azalea Garden Road, for grades Six through Eight (1,018 students); and Lake Taylor High School on Kempsville Road (1,574 students). Little Creek Elementary School is well-regarded within the Norfolk Public School System, and shows mean standardized test scores considerably higher than the Norfolk average in several academic subjects. Scores at Azalea Middle School are not as good, with many test results lower than average, but better than those at Ruffner Middle School, where students living west of 17th Bay Street on Ocean View attend school. Lake Taylor High School scores are average across the board.

Higher education facilities in the Norfolk area include the Norfolk State University near downtown Norfolk; Old Dominion University off Hampton Boulevard in eastern Norfolk; Virginia Wesleyan College, just across the Virginia Beach boundary; Commonwealth College, offering associate degrees at campuses in Norfolk and Virginia Beach; ITT Technical Institute, near the Military Circle Shopping Center; Tidewater Community College with campuses in Chesapeake, Portsmouth and Virginia Beach; and George Washington University in Hampton.

There are several hospitals in the city of Norfolk, but all are located some distance from the *East Ocean View Redevelopment Area*. The largest is Norfolk General Hospital, located near the midtown tunnel, off Brambleton Avenue. Leigh Memorial Hospital is somewhat more convenient, located near the intersection of Interstates 64 and 264 in southeastern Norfolk. Both hospitals are operated by Sentara Voluntary Hospitals of America. De Paul Medical Center is about the same distance away, and is located off Granby Street, south of the naval base. Tidewater Psychiatric Institute is adjacent to Leigh Memorial Hospital.

THE RESIDENTIAL MARKET CONTEXT

Other than the Ocean View sites developed by the Norfolk Redevelopment & Housing Authority—*Pinewell-by-the-Bay* and *Bay Oaks*—there are few properties, either currently marketing or planned, in the Hampton Roads housing market area relevant to the *East Ocean View Redevelopment Area*. Nevertheless, the general market context is important as an indicator of acceptable size and price ranges. (See Tables 1 through 4, *Appendix Two*.)

Lesner Point, a condominium development in northern Virginia Beach, could be considered a relevant property, due to its bayfront location about three miles from East Ocean View. The area around Lesner Point is not especially attractive, as it includes various commercial establishments, but Virginia Beach, with much of its frontage on the Atlantic Ocean rather than the Chesapeake Bay, is currently perceived as more desirable than Ocean View.

As of 12/94, prices at Lesner Point started at \$147,900 and exceeded than \$280,000 for waterfront and penthouse units. The four-story buildings include some penthouse units with a loft on the fourth floor. One penthouse model was sold out in this phase. The architecture is unexceptional, with stucco exteriors and balconies. The property is gated, although no security systems were operating at the time of visit. Buyers are from all age groups and most are from Virginia Beach.

The single-family condominium development, *The Arbors at Cape Henry*, is also relatively important, as it is located in the same area and will have some common amenities, such as a pool. The site is inland, but a small lake is located in the center of the property. Prices range from \$161,000 to \$179,900 for unattractively-designed houses, which contain between 1,800 and 2,400 square feet. The high-density land plan consists of Z-lots fronting either side of a wide loop road that circumnavigates a very small lake.

At the time of the survey, only a few houses had been built. As the project progresses, the poor fit between the high-density land plan and the wide loop road will become more apparent. Three houses were occupied and an additional 14 were under contract as of December 1994. All buyers had moved from Virginia Beach and are either empty nesters or pre-empty nesters despite the fact that just one of the floorplans available offers a ground floor master suite.

Although not currently marketing units, *Bay Pointe*, the townhouse project located on the eastern shore of Ocean View, should not be overlooked. At market entry, the property was poorly-positioned and over-priced; the property's ownership was restructured and prices then reduced. Nearly all of the buyers have been in their 40s or older and many would have preferred either a master-down or one-story unit. However, the only new waterfront residences available were at *Bay Pointe*. The configuration of *Bay Pointe*'s three-story units, with master suite on the third floor, was not popular.

Most buyers and prospects have come from Virginia Beach, but many are originally from the Ocean View area and would like to move back, having fond memories of growing up there before the area deteriorated.

Much of the new development taking place within the city of Norfolk is under the auspices of NRHA. These communities compare well with other new development in the Tidewater area in both pricing and sales. Of particular interest is *Pinewell-by-the-Bay*, located further west on Ocean View Avenue, which has established benchmark prices for new water-oriented development. *Pinewell-by-the-Bay* is a very attractive community with well-designed shore houses. As of December 1994, nearly one-quarter of all buyers were from the city of Norfolk, another 13 percent were from Virginia Beach, and about seven percent were from Chesapeake (the origin of half of the buyers is unknown). Nearly two-thirds of the purchasers were married couples; fewer than 20 percent of the buyers had children living at home; and nearly 60 percent were aged between 30 and 50. It should be noted, however, that the information available for each buyer varies in its completeness.

Lafayette Shores, developed by BNB Financial Partners, is located on a parcel with limited frontage on the Lafayette River and just a few waterfront lots—the bulk of lots are inland. A brick wall surrounds the subdivision, and the houses built so far are generally large with brick façades. Lots are sold both to builders and to individuals and the community is divided into two sections, with 100-foot lots nearer the water and 50-foot lots in the section furthest inland.

Tazewell Place is a small development near the main waterfront in downtown Norfolk, not far from the Ghent redevelopment area. The community consists of both flats and townhouses, but the flats are now sold out. As of December 1994, two resale condominiums were available, priced at around \$110,000. Townhouses have sold more slowly, with just nine sold as of the end of 1994. Buyers of the townhouses have been mostly professional couples in their 30s. Younger couples and singles were the main purchasers of the flats.

The remaining properties marketing new units in the area have little relevance to the *East Ocean View Redevelopment Area*; a selection were included in the survey for reference purposes. A selection of new waterfront communities in surrounding cities were also included in the survey, but most of these consist of standard subdivisions or attached product, such as *RiverPointe* and the *Burbage Lake* area.

THE PROPERTY'S DRAW AREAS AND POTENTIAL PURCHASERS

The proprietary target market analysis employed by Zimmerman Associates is a stand-alone market study technique to determine the market lifestyles and aspirations of households within designated draw areas. Once the draw area has been accurately determined—based on historic migration and development trends, and employment and commutation patterns—the households within those areas

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NORFOLK REDEVELOPMENT AND HOUSING AUTHORITY

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ANDRES DUANY ELIZABETH PLATER-ZYBERK TOWN PLANNERS

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are quantified by their demographic and lifestyle characteristics using the Claritas market segmentation system. Zimmerman Associates has identified 39 target market groups that form a potential market for some type of market-rate housing. The most affluent of these groups can afford the most expensive new ownership units; the least prosperous could only be considered a market for existing market-rate rental apartments.

Based on migration data, interviews with real estate brokers, sales staff, and builders, the primary draw areas for market-rate development within the *East Ocean View Redevelopment Area* include the cities of Norfolk, Virginia Beach, and Chesapeake. (See Tables 5A and 5B through 7A and 7B, *Appendix Two*.) Nearly half of the potential market for new housing in the city of Norfolk is derived from households moving within the city itself. (See Tables 8A and 8B, *Appendix Two*.) The number of households in the draw area that have the potential to move to Norfolk was determined by the mobility rate of each target group and the in-migration rate of Virginia Beach and Chesapeake into Norfolk. Those households moving from Virginia Beach should account for 41 percent of the 6,290 potential movers and households moving from Chesapeake the remaining 12 percent.

Some percentage of buyers will likely come from beyond these draw areas. However, households coming from beyond the delineated draw areas will tend to share the same characteristics as draw area households. Therefore, once the property has been positioned to match the housing propensities of draw area households, it should appeal to similar households from outside the draw areas as well.

The potential market for new units at the site was determined by the correlation of a number of factors—including, but not limited to, median incomes, equity estimates, household characteristics, compatibility with Norfolk Redevelopment & Housing Authority "ideal households," housing preferences, distance from the site, and the competitive environment. As a result, an estimated 3,200 households currently living in Norfolk, Virginia Beach, and Chesapeake were determined to have the potential to move to the *East Ocean View Redevelopment Area*. (See Table 9, *Appendix Two*.) These households were then distributed by tenure (renter/buyer profile) and propensity to purchase newly-constructed housing by product type. (See Tables 10 and 11, *Appendix Two*.)

Based on the demonstrated housing preferences of each target group, and excluding rental apartments, the optimum product mix is determined by applying the percentages of each product type to the proposed total number of units. In this instance, the optimum mix should include: Condominium Apartments—21.4%; Townhouses/Duplexes—17.4%; Cottages (higher-density, less-expensive single-family detached)—22.4%; Mid-range single-family detached—24.2%; and High-end single-family detached—14.7%.

Younger singles and couples represent 47 percent of the likely buyer target market households; just over 33 percent should be empty-nest and retiree households; and the remaining 20 percent will most likely be family-oriented buyers. The family buyers may be largely confined to those with very young children—at least initially—since the reputations of the middle and high schools serving the area are not strong.

CONCLUSIONS AND RECOMMENDATIONS

The *East Ocean View* redevelopment must establish a very high market profile in order to create the significant market impact that will positively affect settlement and housing purchase patterns in the area.

The design of the new community has that potential. *East Ocean View* should be able to capture some Norfolk households that might otherwise move out, as well as households moving into the Hampton Roads area that might otherwise settle in a location other than Norfolk. The *East Ocean View* redevelopment's potential to influence settlement patterns is so strong, in fact, that it could—when combined with *Pinewell-by-the-Bay*, *Middle Towne Arch* and other redevelopment efforts—help slow the projected decline of households in Norfolk.

Based on the characteristics and purchase propensities of households in the draw areas, housing market dynamics, and the optimum residential mix and percentage distribution as noted above, the optimum sizes and prices for each housing product within *East Ocean View* should be as follows: (See also Table 12 for option and absorption forecasts.)

15%	Rental Apts.	\$650-\$950/month	900-1,400 sf	\$0.72-\$0.68 psf
18%	Condo. Apts.	\$70,000-\$95,000	1,100-1,400 sf	\$64-\$68 psf
8%	TH/Duplex	\$100,000-\$130,000	1,300-1,700 sf	\$76-\$77 psf
7%	Lux TH/Duplex	\$175,000-\$225,000	1,800-2,350 sf	\$96-\$97 psf
19%	Cottage SF	\$135,000-\$170,000	1,400-1,850 sf	\$92-\$96 psf
	Cottage Lots:	\$40,000-\$ 60,000	4,000-6,000 sf	
21%	Mid-Range SF	\$165,000-\$250,000	1,600-2,300 sf	\$103-\$109
	Mid-Range Lots:	\$50,000-\$110,000	5,000-7,500 sf	
12%	High-End SF	\$265,000 and up	2,000 sf and up	\$133 and up
	High-End Lots:	\$100,000-\$175,000	4,000-10,000 sf	

If all defined product types were to be marketed simultaneously, the aggregate annual absorption, at the low end of the forecast range, would equal the residual for-sale unit demand as projected in the Market Analysis of Norfolk City, dated 11/28/94. The high end of the forecast range far exceeds the projected residual demand. Although it is not likely that all products will be marketed simultaneously, the relatively low residual demand projected for the city as a whole compared to the scope of *East Ocean View* demonstrates the underlying challenge in redevelopment of the Ocean View area.

The proportion of rental apartments is the least dependent upon target market characteristics, due to the much higher mobility rate of renters. Rental feasibility often depends more on financing than on market dynamics. For that reason, the number of rentals can be increased or decreased to meet NRHA's broader redevelopment objectives.

It might be wise, for example, to reserve a large interior lot for use as an assisted-living seniors housing facility. This high-density apartment use is quite compatible with single-family residential uses, but should not be incorporated into the property until the quality of the *East Ocean View Redevelopment Areas* well-established. The seniors housing would also not be viable until the neighborhood

has been transformed.

Both for-rent and for-sale apartments are presumed to be limited to the neighborhood centers, either in hybrid buildings, with ground-floor retail and upper-story apartments, or in wholly residential buildings. Rentals would also be available in accessory units; since these are built at the discretion of SF lot owners, their eventual number cannot be predicted.

From an operations and management perspective, there is nothing to preclude developers from creating a centrally-managed rental property within a number of smaller—e.g., 24-unit—buildings. The obstacle to this sort of rental development is lenders' requirements that feasibility be established for each individual building site simply because the sites are not on contiguous land. Some form of guarantee or credit enhancement made available by NRHA might solve this problem if more than 100 rentals are part of the redevelopment objective. It should be pointed out that well-managed and carefully-positioned rental apartments are an important element of any vital neighborhood. When well-integrated into the neighborhood—as they are in Ghent, for example—rental apartments do not detract from the predominant single-family character.

The regulating code allows for live/work units, a very specialized building type that has met with modest success wherever introduced. The appeal of live/work units for professionals and other self-employed individuals who require workspace beyond a home office is that one mortgage will cover both living and office space; however, the decision to purchase a live/work unit is generally driven by each individual's circumstances and aspirations. There is not enough evidence nationally to determine common market characteristics of live/work buyers, nor can the optimum number of live/work units currently be established for a given market area. It is recommended that the neighborhood centers accommodate live/work units in appropriate locations, but that those same lots allow more conventional uses, as well.

Although the regulating code defines only general conditions, nothing precludes NRHA from defining special areas within the redevelopment. An area might be reserved, as noted above, for seniors housing. Another area that would be important to establish early in the project would be a "mansion district" somewhere on the western portion of the site. Such a "mansion district" would create an upscale location based on neighborhood design rather than on any relationship with the waterfront. This district should be established in the early phases of redevelopment, since it will attract the higher-end buyers that were defined by NRHA in its original outline of the redevelopment objectives. It is also important to establish a prestigious area away from the bayfront since a number of local buyers will most likely be cognizant of the maintenance problems and weather hazards associated with bayfront housing.

PHASING

The positive sentiment concerning Ocean View among lifetime Norfolk residents suggests that support for the redevelopment will be significant. This should result in strong initial sales, particularly if a wide range of product and pricing is available. Sustained sales will require careful management of lot and product availability. Before sell-out, a property of this size will find itself competing with resales within earlier phases. Each phase, then, should contain elements that make it unique.

The recommended phasing is shown on the accompanying plan. Phasing should run from alley to alley, rather than from street to street, and should include the entire area from the bay to Little Creek.

Sustained sales will also require a clear and unequivocal assurance of completion. There must be no doubt that the City has a firm commitment to moving the redevelopment forward. This will require uncommonly strong resolve since it is probable that the marketing period will include at least one economic recession with its attendant fiscal pressures. If the City wavers in its orderly condemnation of the redevelopment land, the long-term negative impact on lost sales and price escalation will far outweigh any short-term financial savings.

Although the best marketing position for the redevelopment would be for the entire area to be condemned and the buildings razed prior to first sales, the scale of such an undertaking makes this financially impractical. However, at a minimum, a buffer of a full phase beyond the boundaries of the current phase must be maintained in order to convey a sense of safety and security. For the marketing of the first phase to be successful, then, all the property up to 26th Bay Street (which includes the second phase) must be condemned, the structures razed and the land cleared and graded.

FIRST MARKETING PHASE

The goal of the first marketing phase should be to establish a wide range of products and prices in as condensed a setting as possible. A complete streetscape must be defined through construction of dwelling units on both sides of the first street.

The most suitable first street is Tower Street, which runs north from the semicircular green. Although two tower buildings flank the southern terminus of Tower Street on the green, the street takes its name from the more prominent tower located in the small square facing the bay; this tower is the signature monument for the area, sited along the axis of Ocean View Avenue for traffic approaching from the west and along the axis of Shore Drive for traffic approaching from the south.

The mix of units defined in the detailed lot plat of Tower Street provides a close match with the optimum mix of single-family attached and detached product for the property as a whole:

PRODUCT TYPE	LOTS	PERCENTAGE
High-End Single-Family Detached	4	18%
Mid-Range Single-Family Detached	6	27%
Cottage Single-Family Detached	6	27%
Luxury Townhouse/Duplex	2	10%
Townhouse/Duplex	4	18%
Total	22	

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With the addition of ownership or rental apartments in the mixed-use buildings on the green, the complete spectrum of housing options would be presented on Tower Street.

The primary goal of the first-phase development strategy should be to get a maximum number of houses built as quickly as possible while remaining within the regulating code. For that reason, despite the premiums normally associated with units fronting on the bay or on a green, the Tower Street lots have been priced without premiums to encourage quick sales. In addition, the recommended pricing reaches neither the top nor bottom of the range for any lot condition, to permit price flexibility in other first-phase locations. Because of their limited number, a substantial premium on bayfront lots should be added after the first marketing phase; this will prevent absorption of all bayfront lots before the rest of the property is sold out. To assure balanced absorption, bayfront sales must be very carefully monitored and premiums adjusted accordingly.

The following pricing is keyed to Tower Street lots as labeled on the accompanying plan:

LOT NUMBER	SIZE	PRICE	LOT PRICE PER SQUARE FOOT	ANTICIPATED HOUSE PRICE
High-End Single-Family Detached				
1 and 2 (Bay)	4,800	\$150,000	\$31	\$375,000
9	7,560	\$120,000	\$16	\$275,000
10	7,560	\$125,000	\$17	\$300,000
Mid-Range Single-Family Detached				
3	6,300	\$90,000	\$14	\$225,000
4	6,700	\$95,000	\$14	\$235,000
5	4,800	\$75,000	\$16	\$200,000
6	4,800	\$80,000	\$15	\$200,000
7	4,800	\$70,000	\$15	\$175,000
8	4,800	\$75,000	\$16	\$175,000
Cottage Single-Family Detached				
11	4,320	\$47,500	\$11	\$155,000
12	4,320	\$50,000	\$12	\$155,000
13	4,320	\$45,000	\$10	\$150,000
14	4,320	\$47,500	\$11	\$150,000
15	4,320	\$42,500	\$10	\$145,000
16	4,320	\$45,000	\$10	\$145,000
Luxury Townhouse/Duplex				
17	4,320	\$45,000	\$10	\$185,000
18	4,320	\$45,000	\$10	\$175,000
Townhouse/Duplex				
19	2,160	\$25,000	\$12	\$125,000
20	1,836	\$22,500	\$12	\$115,000
21	1,512	\$20,000	\$13	\$110,000
22	1,188	\$15,000	\$13	\$100,000

Builders of houses on the first marketing phase lots should be carefully selected to ensure that the proper community image is supported. Although the first construction phase should be constructed by others, NRHA should also be prepared to build as much as is required to establish a complete streetscape.

At a minimum, NRHA should build the central tower. It is also probable that NRHA will need to provide special financing for the first mixed-use building on the green. Hybrid structures are essential to the establishment of real community, yet are the most difficult to fund because they do not match the typical loan parameters of most lenders.

A significant portion of the first building on the green should be used as the sales pavilion for the property. Here, the community is "sold" to prospects who are then referred to the appropriate builders, either of production or custom housing. The marketing effort should be under central control, with centrally-managed community marketing and advertising, either by NRHA or by contract. Each builder should have individual sales and marketing arrangements with an in-house staff, an exclusive broker or open listings. Central marketing is required to ensure that the public perception of the project is defined by the community itself, rather than by the product of any individual builder.

The tower in this first building is extremely important to the successful marketing of the community. The tower will be a strong memory point for potential buyers; it will provide a dramatic and unparalleled view of the entire site; it will aid the potential buyer's selection of neighborhood, block, and lot. Although it will need to comply with public accommodation elevator requirements under the Americans with Disabilities Act, the marketing benefit will far outweigh the cost.

This first hybrid building could also accommodate community meeting space and a limited exercise facility if demand exists prior to construction of the clubhouse.

Individual lot sales should require construction within two years to discourage speculation. Although it is unlikely that an individual will purchase a townhouse lot for anything other than a live/work unit, these lots should nevertheless be available for sale to anyone.

Builder lot sales require some flexibility on timing to allow for market fluctuations; builders committing to build within the redevelopment area should be given a rolling option on a predictable number of lots. To encourage diversity within any given street, builders' lots should not be adjacent along streets but rather across blocks.

RETAIL

Retail trade in Norfolk is extensive, as outlined in the 1992 Retail Census and updated in 1994. (See Table 13.) A total of 1,758 retail stores should sell nearly \$2.3 billion worth of merchandise in 1994.

Food purveyors of all kinds (from grocery stores to restaurants and bars) dominate the retail trade in the city of Norfolk. More than a third (632 establishments) of Norfolk's retail stores fall within this group, with 203 food stores and 429 eating/drinking places among them. Automotive, boat, RV, and motorcycle dealers and gasoline service stations constitute the second largest group with 234 outlets, although their gross sales (at \$729.2 million) exceed those of the food merchants (at \$548.6 million). Other significant groups include 171 clothing stores, 189 miscellaneous shopping goods stores, and 158 home furnishing stores with gross sales of \$175.9 million, \$116.6 million and \$264 million respectively.

Although the stated goal of the Norfolk Redevelopment & Housing Authority is to position the *East Ocean View Redevelopment Area* as a predominantly residential neighborhood, there are potential retail uses that would be not only be compatible with many of the target market groups but could also enhance the attractiveness of the area as a residential option. Younger target market groups in particular show above-average participation in activities that indicate interest in high-style, non-residential uses such as art galleries, coffee bars and trendy dining places.

Major retail is not indicated, since there is quite a competitive retail market in Norfolk and the site is not large enough to accommodate both significant retail and the desired major residential focus.

Two small centers of retail uses are included within the master plan. It is anticipated, however, that they will be among the last buildings to be completed. Although national retailers are increasingly looking toward "main street" locations as reasonable, and often more lucrative, alternatives to conventional mall locations, it will be many years before the area will be able to provide the demographic support for conventional retail feasibility. However, given the visibility from Shore Drive and Ocean View Avenue, the sites may eventually be seen as feasible for conventional retailers, once the "tone" of the neighborhood is established.

Successful retail appropriate to the predominantly-residential redevelopment of East Ocean View will initially be dependent on locally-owned, single-location businesses. These are entities that, while often visionary, are generally not well capitalized. It may be necessary to "incubate" promising retail businesses—in much the same manner that regional mall owners do—by providing low- or no-rent spaces and marketing support for limited periods.

A prime strategy for retail development should be to foster businesses that have the potential to become "destinations" for the entire trade area, e.g.—the best garden store, the best bakery, the best bookstore, the best toy store, etc. These businesses are often located based on owner/operator preference, giving greater weight to personal considerations than to the conventional demographic analysis.

Certain marketwide retail opportunities work well within the context of a traditional neighborhood development. For example, fruit and vegetable markets, which, according to the 1992 Retail Census are conspicuous by their absence in Norfolk, have been very successful in traditional neighborhoods. Food-oriented retail, combined with tourist-oriented craft boutiques, artisans' shops and restaurants, is appropriate for the Pretty Lake retail area. If carefully planned for strong visibility from Shore Drive in both directions, this area could develop more quickly than might otherwise be expected.

Appropriate and viable retail uses for the Pretty Lake area are as follows:

- Fish Market;
- Fruit and Vegetable Market;
- Retail bakery;
- Coffee house;
- Snack shops; and
- Restaurants.

In contrast, the retail area around the green could support both destination- and neighborhood-oriented retail. The location on the curve of Shore Drive certainly provides a strong retail "window." Ultimately, the retail mix on the green will be dictated by the retailers. But based on the characteristics of the people who will eventually live in the community as well as those who will shop in the area, appropriate and viable retail uses for the green are as follows:

- Convenience market;
- Video store;
- Newsstand;
- Pharmacy;
- Copy center;
- Book store;
- Dry cleaner;
- Restaurants.
- Music store;

It is logical to consider the relocation of Hardee's to the Shore Drive corner location within the first mixed-use building; this location could even accommodate a drive-through window. The new location removes Hardee's from the direct view of traffic approaching the site from the west and generates immediate retail activity. However, the negatives of such a move include the amount of dedicated parking Hardee's requires, and, perhaps even more importantly, the image a fast-food outlet conveys to shoppers and other retailers.

The likelihood for successful retail in both locations would be greatly improved by central management. The goal of management would be the same as it is in the best-run enclosed malls: safety and security of shoppers; cleanliness of sidewalks and other common areas; and coordination of façades, lighting, signage. This would be accomplished through centralized maintenance, security, common merchandising, and marketing and promotion. The specific structure of centralized management could take a variety of forms, from a simple retail association to a special benefit taxing district, such as those operating successfully in central cities, large and small, across the country.

vi.

MARKET ANALYSIS

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NORFOLK REDEVELOPMENT AND HOUSING AUTHORITY

ZIMMERMAN ASSOCIATES
RESEARCH AND STRATEGIC ANALYSIS

ANDRES DUANY
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AMENITIES

The target buyers show higher than average participation in a variety of fitness and water-oriented activities. However, as noted below, it is not likely that, initially, a new marina could be supported. Although a resident club facility with fitness equipment is in keeping with the active lifestyles of most of the target groups, it will not be required at the outset, since many buyers may already hold memberships elsewhere.

The following mainstream recreational amenities must be included in order to draw the appropriate mix of target market buyers:

- A salt water pool, which would become the signature beachfront amenity for the community. It would provide salt-water swimming even during the months when the bay is infested by stinging sea nettles. The pool should be designed as close to the bay as environmental regulations and practical construction considerations permit. In addition to ample wading and swimming space, the pool area should include large and well-structured areas for adult socializing as well as family activities. Design should provide sun and shade alternatives, and places for parents to socialize where children's play areas are well in view. (Pool to be included in Phase Five.)
- A clubhouse, combined with a pool, which would make the northern terminus of the north/south boulevard one of the focal points of the community. The clubhouse should include:
 - Lounge with fireplace;
 - Exercise facility with weight and aerobic training equipment;
 - Indoor spa;
 - Locker rooms and showers;
 - All-purpose community meeting room; and
 - Residential kitchen modified with two sinks, two refrigerators and abundant counter space to accommodate catering. (If no restaurant is included within the central amenity core).Some clubhouse functions, including community space and exercise equipment, could be included within the first mixed-use building within the first construction phase.

Limited parking should be associated with the clubhouse, generally enough to accommodate staff and delivery needs. Parallel parking along Ocean View Avenue and north/south streets should be sufficient for community use. Larger parking would only encourage those from outside the community to use the club complex as a parking point for public beach access.

- A restaurant, which should be located near the pool. At a minimum, seasonal informal outdoor food and beverage service should be accommodated. (Clubhouse complex to be included within Phase Five.)

Although sufficient parking must be provided for the restaurant to be viable, to accommodate diners from outside the neighborhood as well as staff and delivery needs, parking should be established at the absolute minimum to avoid its use for public beach access.

- Two tennis courts, which should be sufficient for the projected number of households at current rates of use. If tennis participation rates begin to grow again, there may be a need for additional courts. (Tennis courts to be included within Phase Four.)

Parallel street parking will be sufficient.

- A series of simple beach pavilions, each associated with a specific district that runs north/south from the bay to Pretty Lake. These should have locked rest rooms and storage for residents. (Beach pavilions to be included in Phase One, Two, three, five and Six.)
- Substantial opportunities for walking and running, on boardwalks and paths. Routes should be laid out so that they can be marked with distance measures for those residents with specific running or walking regimes. The traffic-calming character of the short streets should permit safe bicycling on the streets themselves. (Path system to be included within every phase.)
- The potential for a marina. Current marina market dynamics are negative in Norfolk. Not only is there a measurable vacancy rate year-round (see Table 14), but the personal property tax on boats in Norfolk puts local marinas at a financial disadvantage compared with comparable facilities in Portsmouth and elsewhere.

The central amenity package—pool complex, clubhouse, and tennis courts—should be included within the responsibilities of a master homeowners association. The community should also be divided into smaller associations, each within a specific geographic location, corresponding with each development phase, and each with its own beach pavilion.

Other common infrastructure elements should be designed in support of the regulating code, using natural materials wherever practical and preserving and enhancing the natural beauty of the property. Street lighting should be provided via many low-wattage fixtures as opposed to a few high-intensity fixtures. Some successful communities, e.g., Ghent Square, have included a code requirement for low wattage, photocell-activated, exterior fixtures on all houses, both for security purposes and to enhance the night-time pedestrian experience.

The early establishment of community character and the public realm is as important as the amenities. The natural beauty of the site will be emphasized by the relative lack of construction north of the street that runs in the approximate current location of Ocean Avenue, as well as the preservation and enhancement of the clusters of Live Oaks and other existing trees.

The issue of security is paramount. However, security gates for the *East Ocean View Redevelopment Area* would be counter-

productive, since they have not proven to be particularly effective against crime and the message these gates would send to the housing market would make the redevelopment of the remainder of Ocean View more difficult. Other urban neighborhoods facing similar challenges have found that discouraging auto, but not pedestrian traffic—by using physical barriers or psychological barriers—has been very effective in reversing such transient crime problems as prostitution and drug sales.

ADDITIONAL MARKETING CONSIDERATIONS

It will be extremely important to establish attractions on the site that will draw large numbers of visitors, not only to provide potential traffic for the sales center but also to supplement the public relations effort that will be required to overcome the current market perception of East Ocean View as a dangerous high-crime area.

To that end, a calendar of carefully-managed public events, special seasonal uses, and educational activities on-site should be developed. These could range from commercial activities, such as a seasonal farmers' market, to educational events, such as naturalist-led beach walks. A constant flow of visitors to the site will psychologically re-establish the location as safe and attractive.

A final important sales strategy is to enhance outreach to natural constituencies, such as government agencies and local employers, as a means of capturing a high percentage of relocations. A corollary is to strengthen communications with appropriate Navy officials to demonstrate the range of housing options for officers within the redevelopment area.

The key to the redevelopment's success or failure will be the image that is established in the first phase. This must be supported by the City's clear commitment to the completion of the entire redevelopment. If a sense of community renewal is properly and powerfully conveyed to the market, then sales will follow. The image that a well-executed, pedestrian-scale neighborhood conveys is the best passive marketing tool possible.

vii. MARKET ANALYSIS

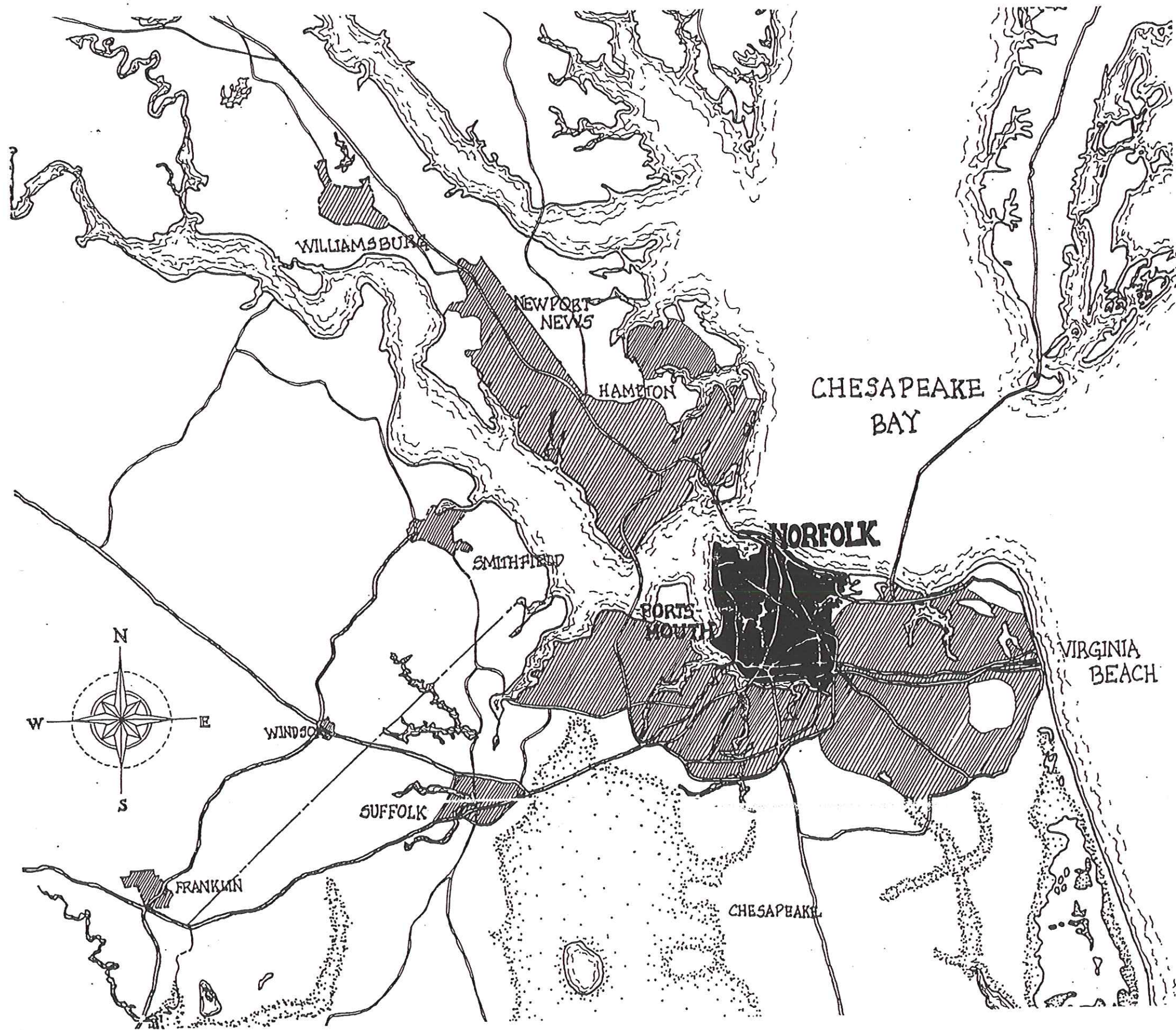
EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND HOUSING AUTHORITY

ZIMMERMAN ASSOCIATES RESEARCH AND STRATEGIC ANALYSIS

ANDRES DUANY ELIZABETH PLATER-ZYBERK TOWN PLANNERS

CHARRETTE DATE:	DECEMBER 12, 1994
REVISED:	JANUARY 24, 1995
REVISED:	MAY 31, 1995
REVISED:	OCTOBER 3, 1995
REVISED:	NOVEMBER 16, 1995



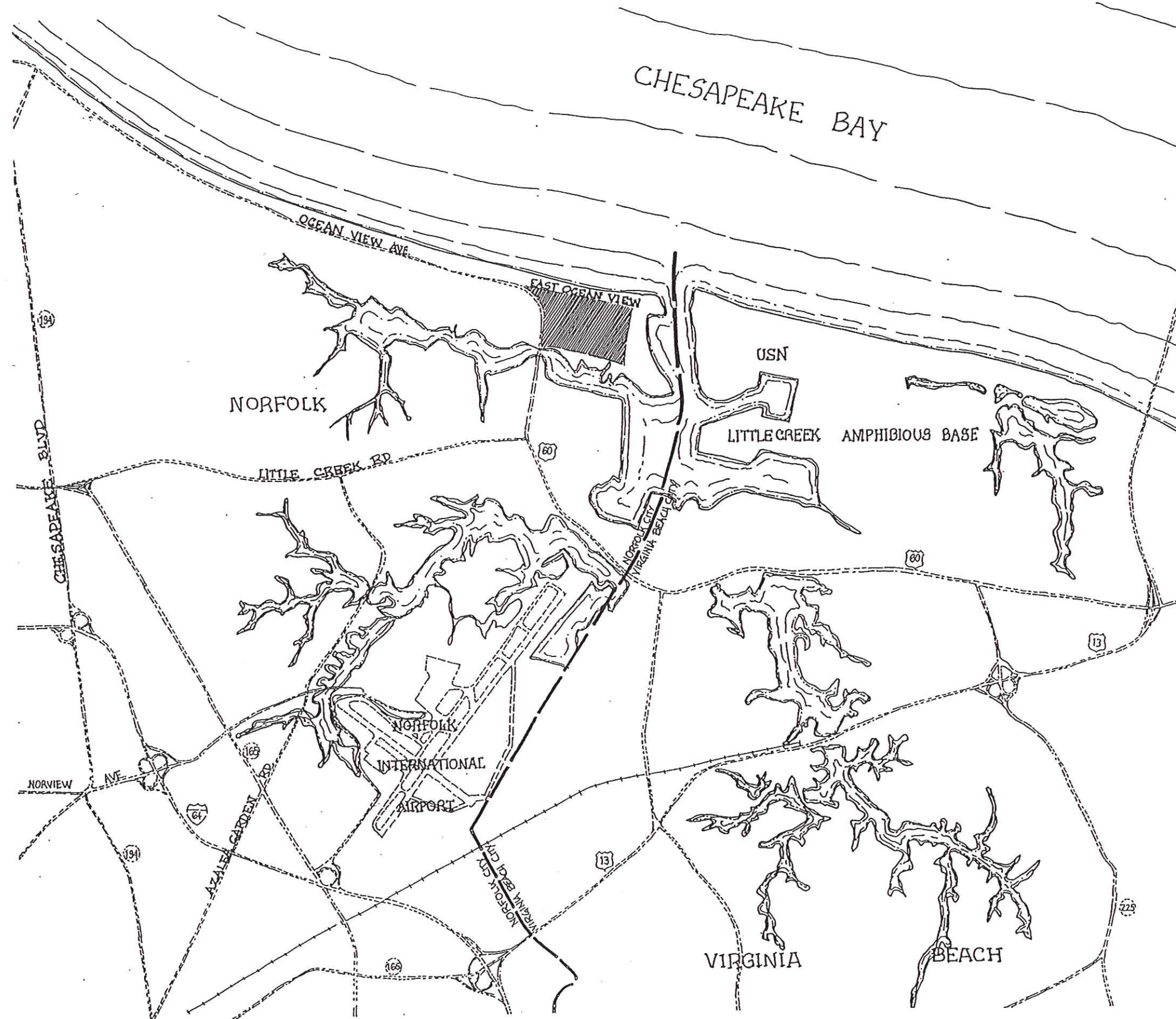
1.
REGIONAL MAP

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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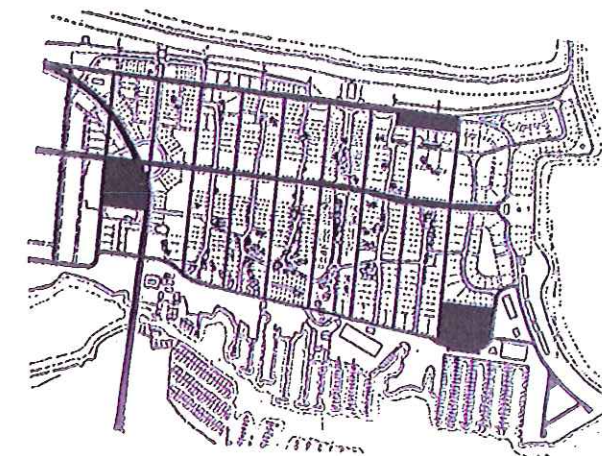
2.
VICINITY MAP

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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EXISTING CONDITIONS

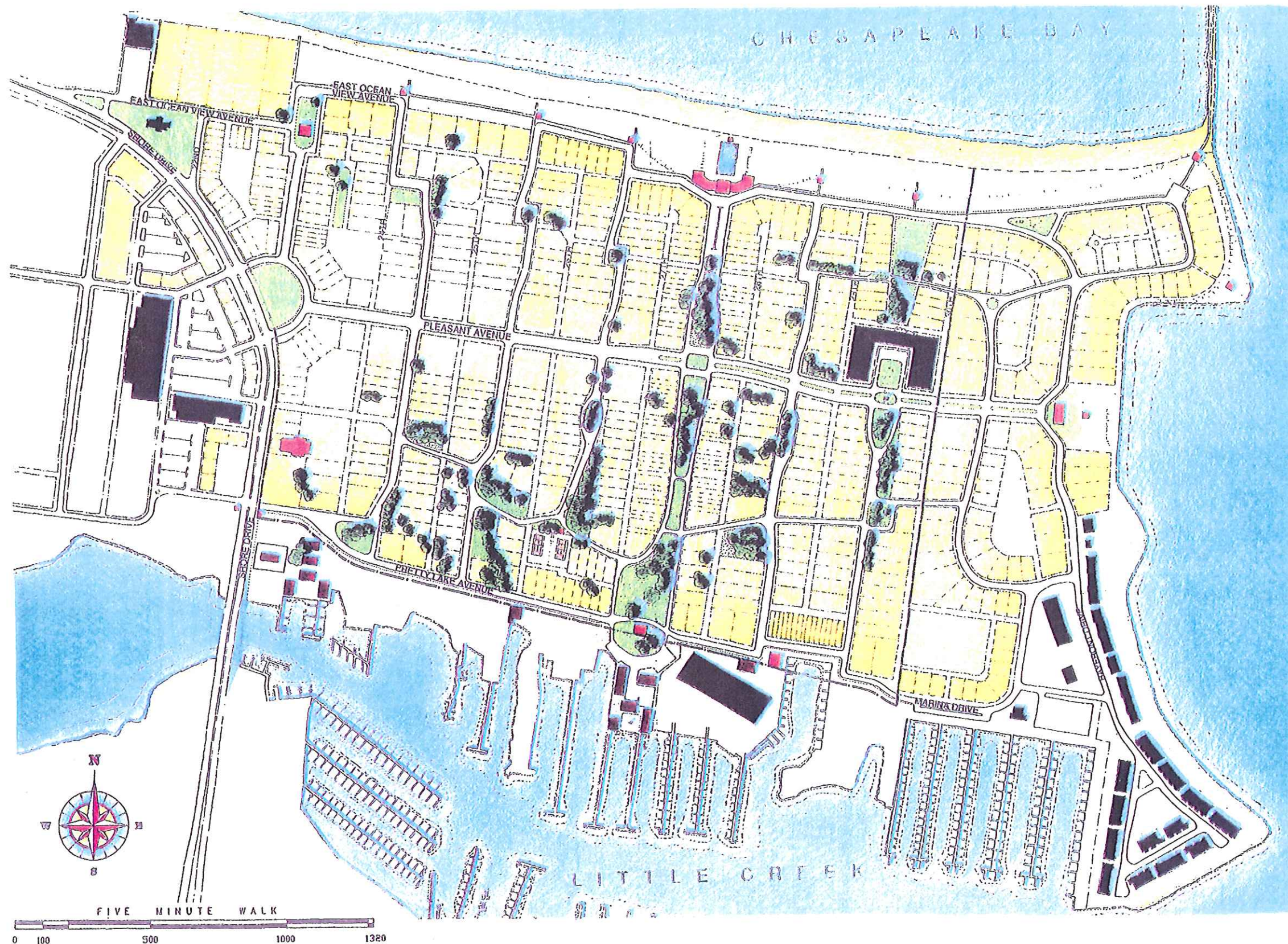
3. MASTER PLAN

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

CHARRETTE DATE: DECEMBER 12, 1994
REVISED: JANUARY 24, 1995
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REVISED: OCTOBER 3, 1995
REVISED: NOVEMBER 10, 1995



Recommendations shown in this plan include proposals for properties owned by the Norfolk Redevelopment Housing Authority (NRHA) and properties owned by others.

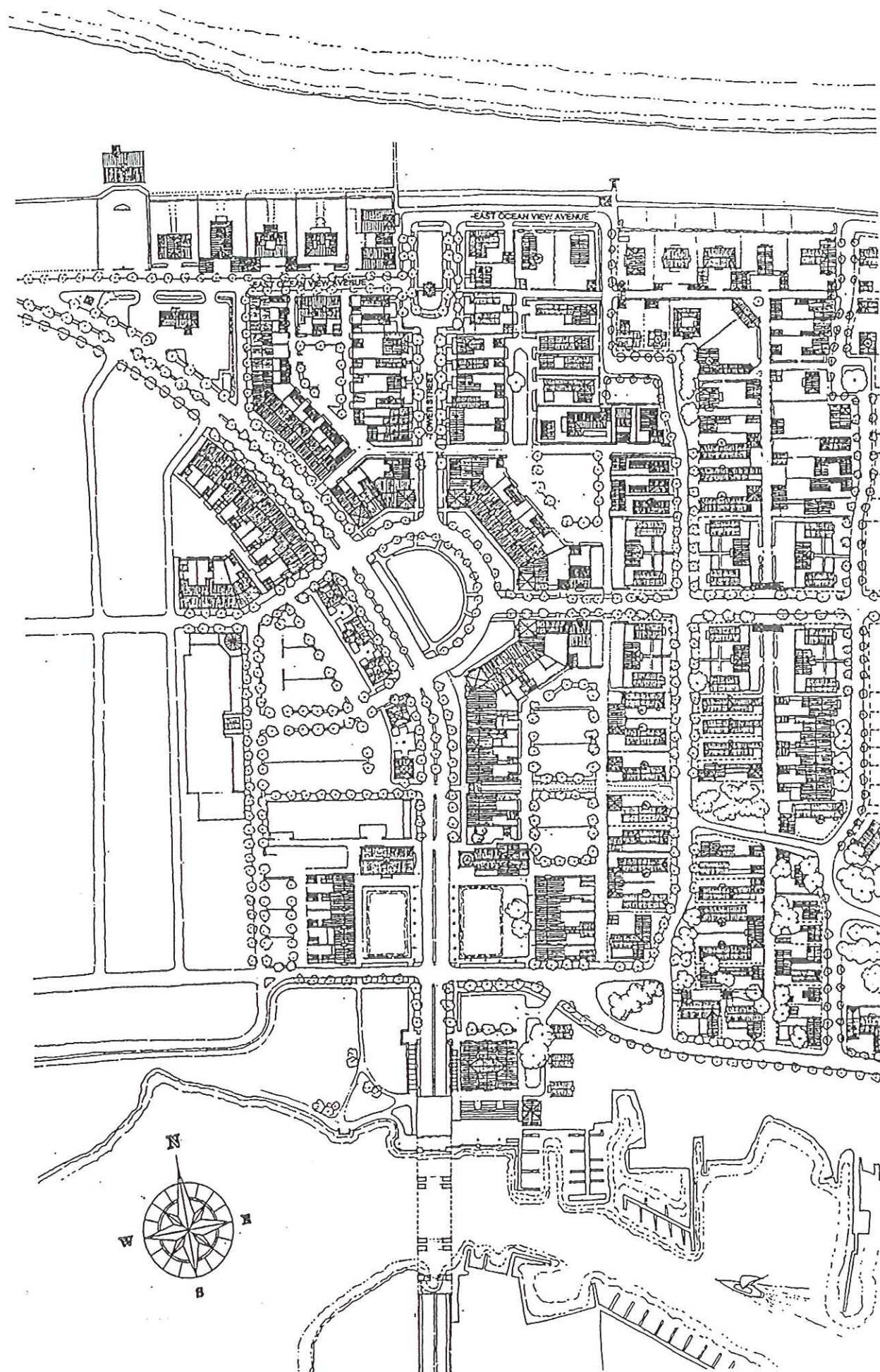
4. MASTER PLAN AND PROPOSALS FOR ADJOINING PROPERTIES

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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Recommendations shown in this plan include proposals for properties owned by the Norfolk Redevelopment Housing Authority (NRHA) and properties owned by others.

5.
**NEIGHBORHOOD CENTER
PLAN**

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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6.
A BLOCK OF HOUSING

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK

TOWN PLANNERS

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7.
A VIEW TO THE BAY

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

CHARRETTE DATE: DECEMBER 12, 1994
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REVISED: NOVEMBER 16, 1995



8.
LOOKING NORTH TO THE
SQUARE

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK

TOWN PLANNERS

CHARRETTE DATE: DECEMBER 12, 1994
REVISED: JANUARY 24, 1995
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REVISED: NOVEMBER 10, 1995



9.
**THE BRIDGE TO EAST
OCEAN VIEW**

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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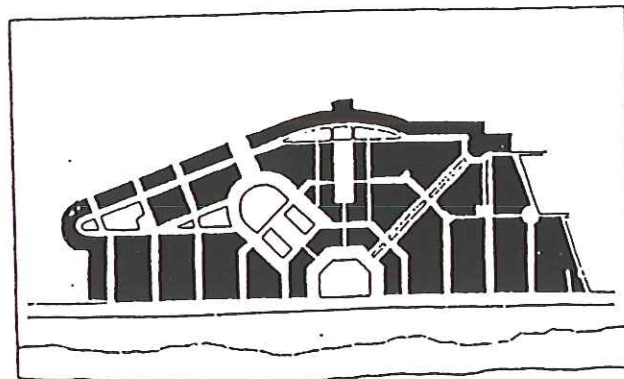
10.
A PARK ON A RESIDENTIAL
STREET

EAST OCEAN VIEW
NORFOLK, VIRGINIA

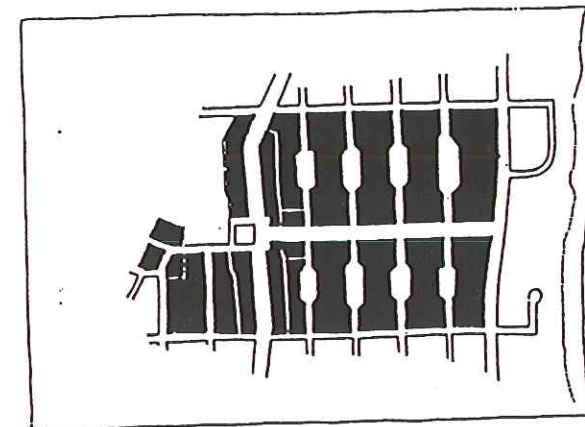
NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

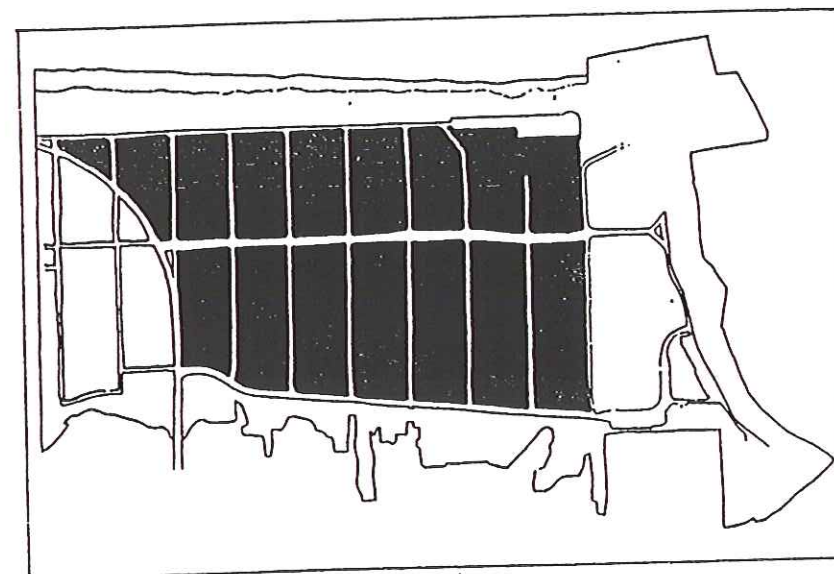
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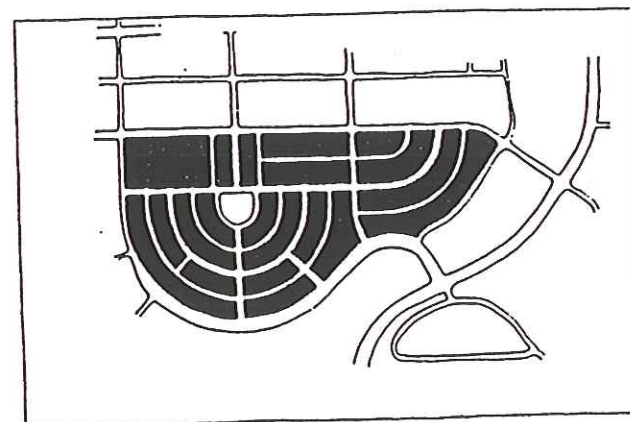
SEASIDE
Florida



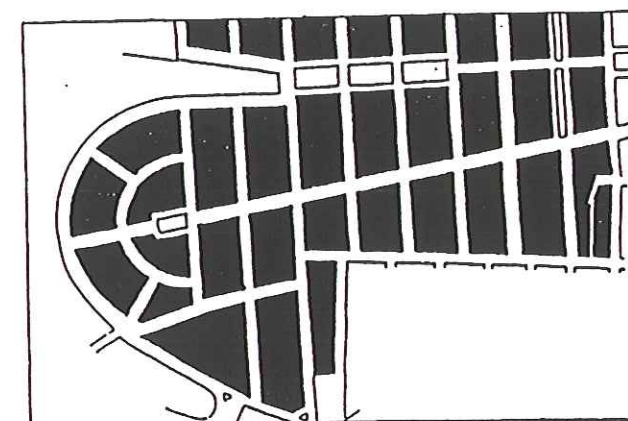
HILTON VILLAGE
Newport News



EAST OCEAN VIEW
Norfolk



MIDDLE TOWN ARCH
Norfolk



GHENT (eastern part)
Norfolk

11. SCALE COMPARISON

EAST OCEAN VIEW NORFOLK, VIRGINIA

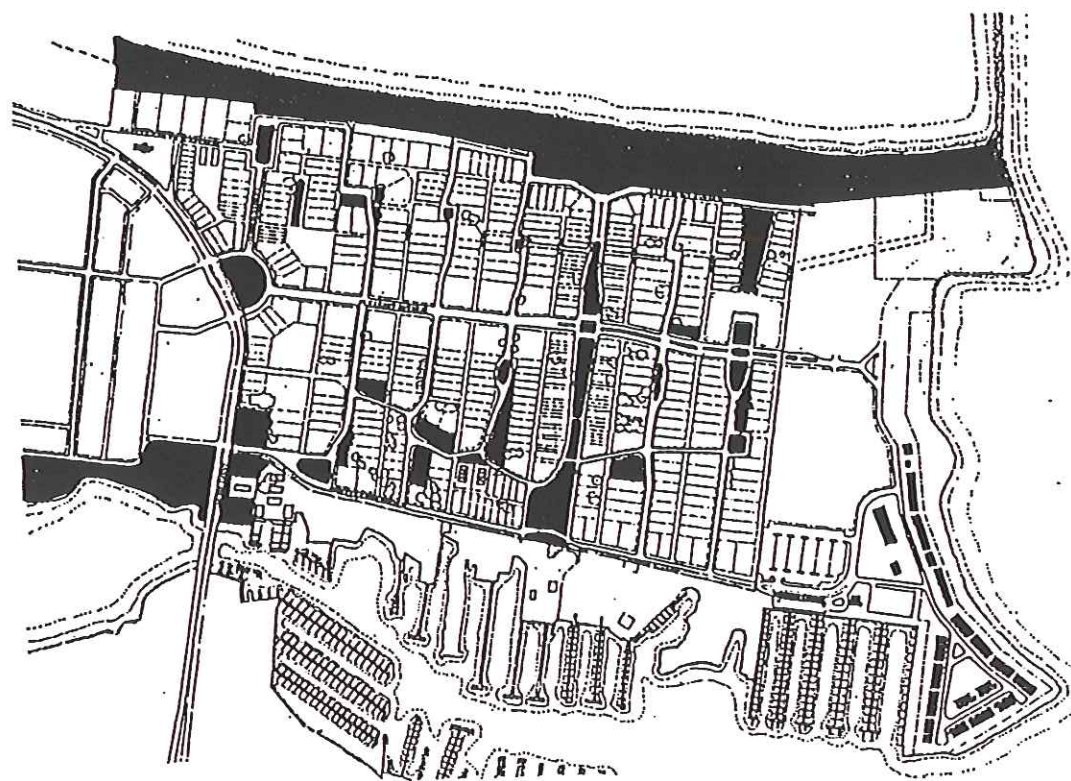
NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

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ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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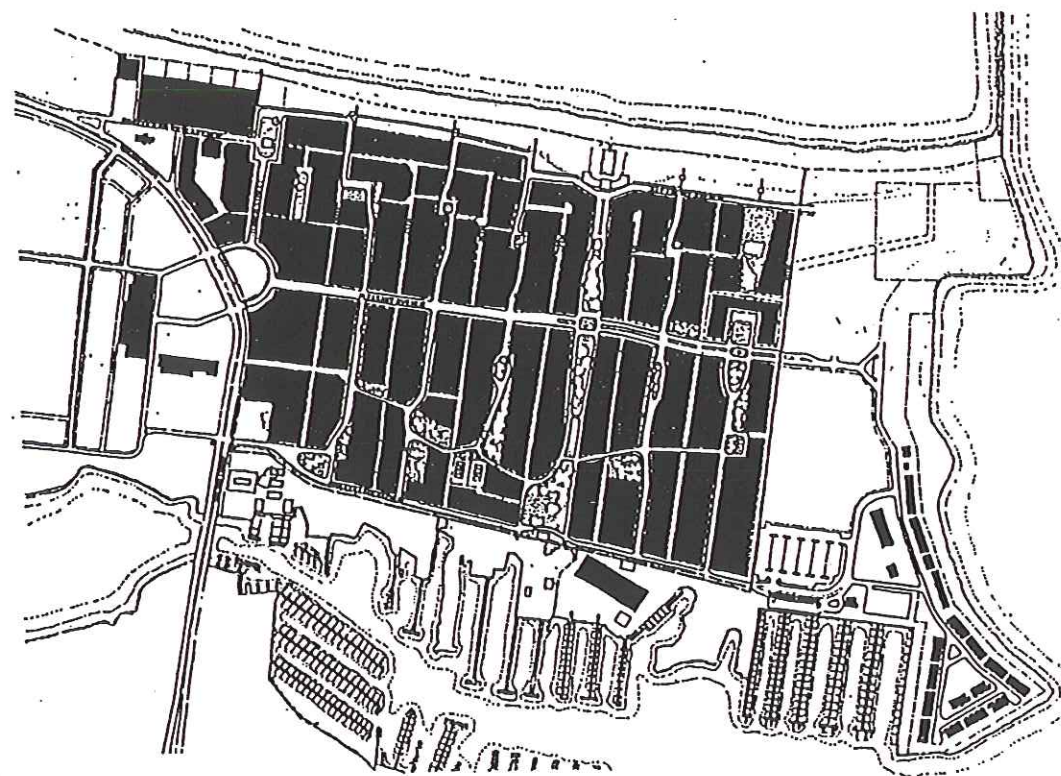
EXISTING THOROUGHFARES



PUBLIC TRACTS



NEW THOROUGHFARES



PRIVATE TRACTS

12.

DIAGRAMS

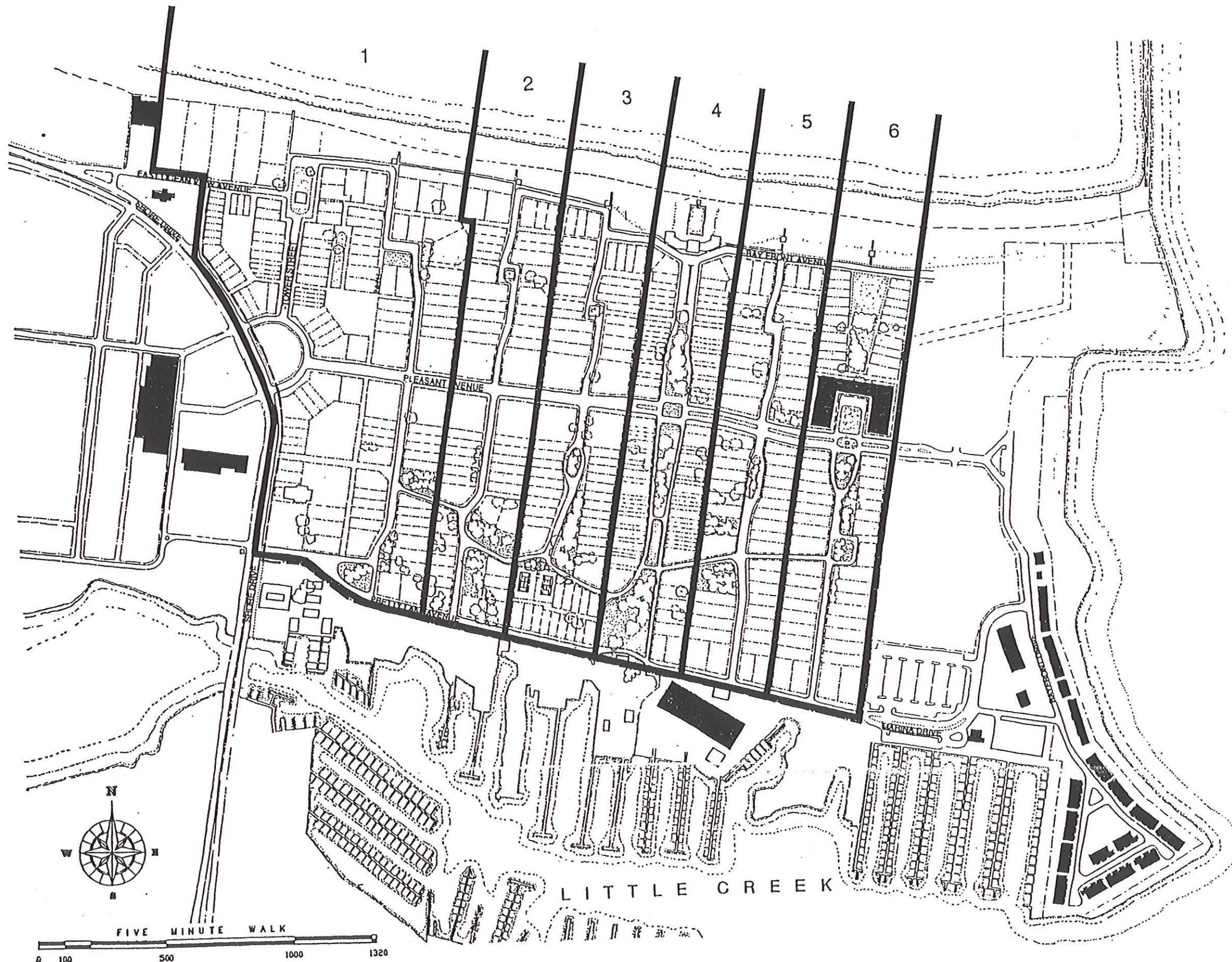
EAST OCEAN VIEW

NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

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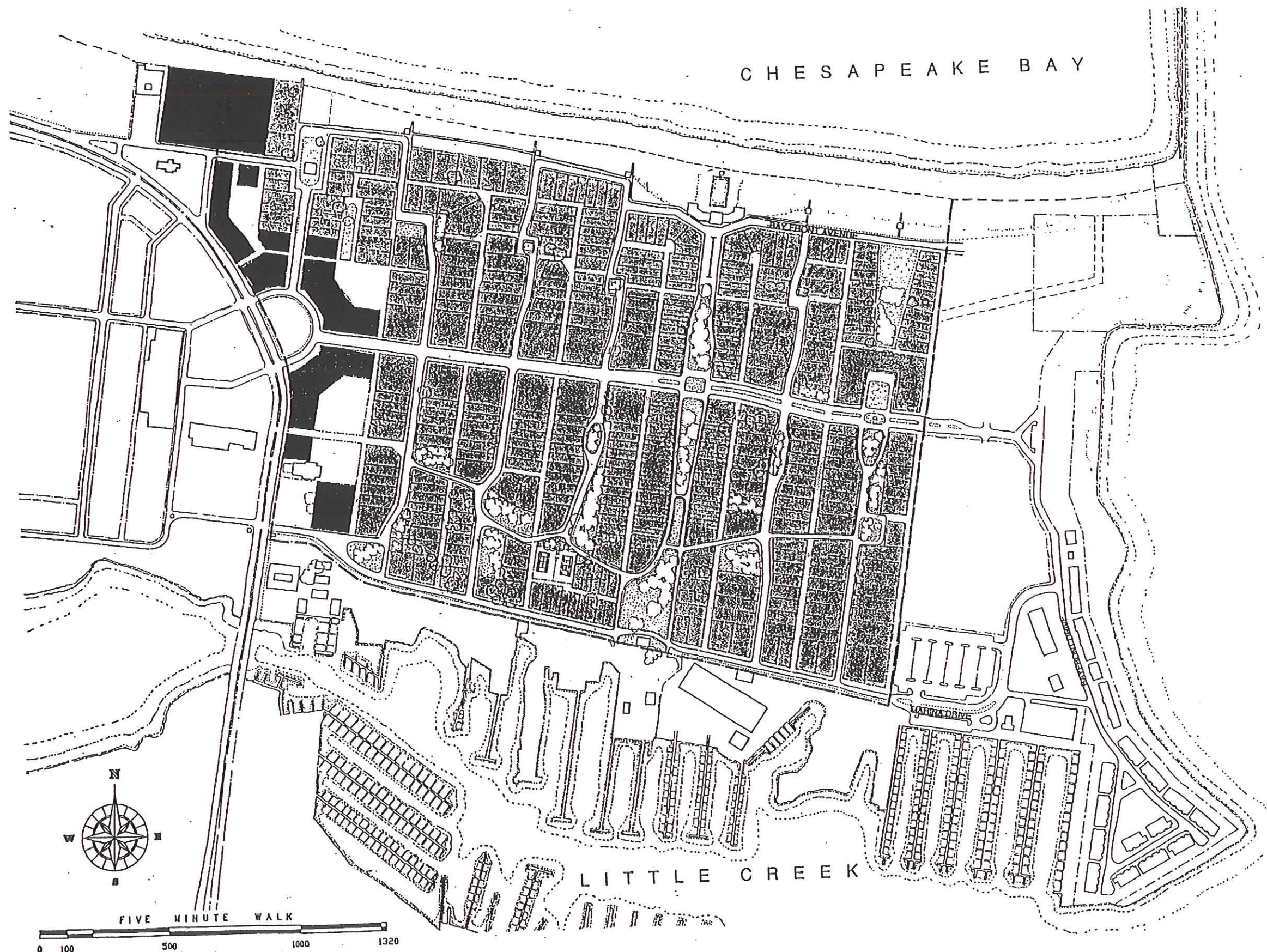
13.
PHASING PLAN

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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KEY

Private property lines shown on this plan illustrate one of many possible configurations.

- CENTER CONDITION
- GENERAL CONDITION
- EDGE CONDITION

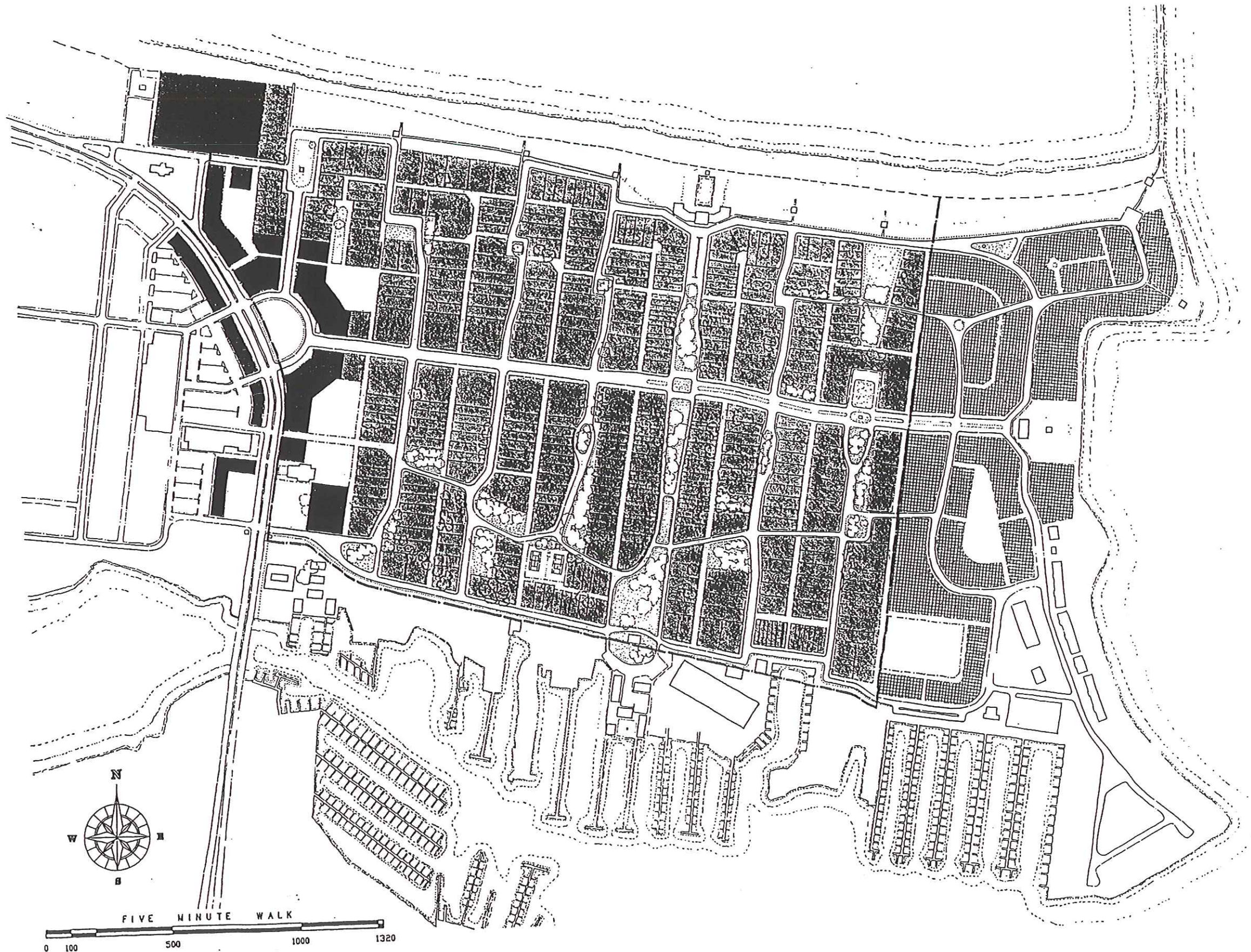
14. REGULATING PLAN

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

CHARRETTE DATE:	DECEMBER 12, 1994
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KEY

Private property lines shown on this plan illustrate one of many possible configurations.

- CENTER CONDITION
- GENERAL CONDITION
- EDGE CONDITION

15.

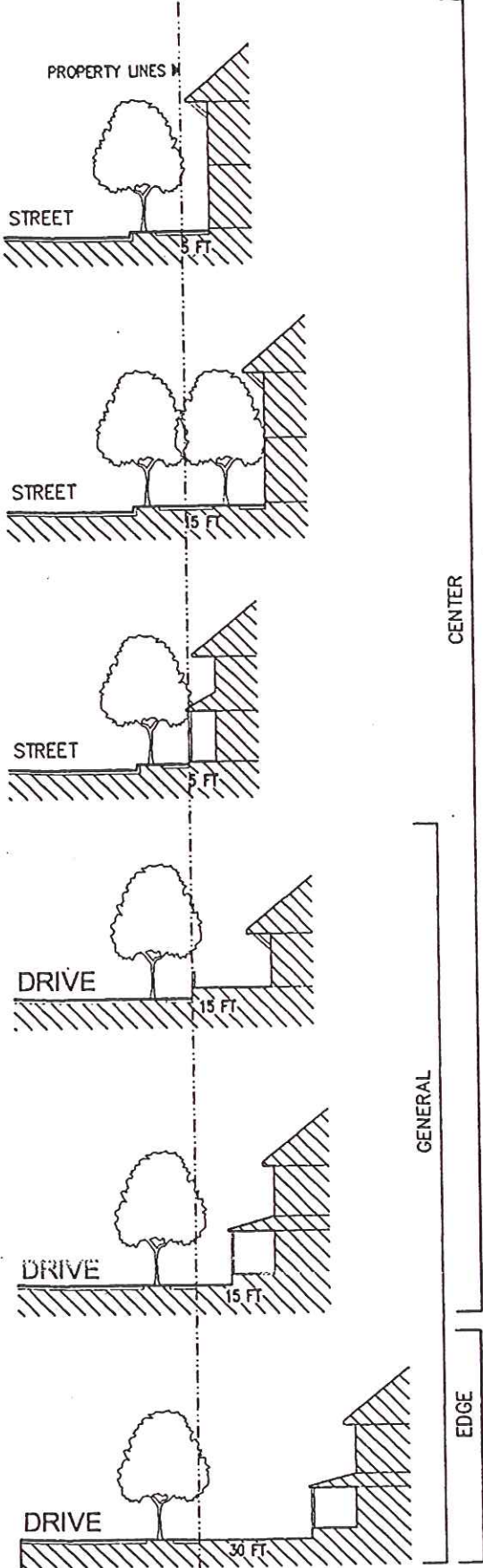
REGULATING PLAN (INCLUDING ADJOINING PROPERTIES)

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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AT CENTER	AT GENERAL	AT EDGE	FRONTAGE TYPES
<p>GENERAL INSTRUCTIONS</p> <p>Commercial or Residential uses shall be permitted at all stories of all buildings.</p> <p>HORIZONTAL PLACEMENT INSTRUCTIONS</p> <p>Frontage setback shall be 5' or 15'. There is no side or rear setback requirement.</p> <p>Placement of frontage facade at frontage setback line shall be mandatory.</p> <p>Garden-walls and gates, in the absence of buildings, shall complete the frontage setback line.</p> <p>Buildings on corner lots shall hold clear a view triangle defined by two points 30' from the intersection of the nearest edge of travel lanes.</p> <p>Buildings shall show no more than 4 corners to the principal frontage, including porches.</p> <p>Outbuildings shall be separated from the principal building by a minimum of 15' except that a single story connecting structure may be provided.</p> <p>Lot coverage of an outbuilding shall not exceed 450 sf.</p> <p>Parking spaces shall be functional configuration, placed a minimum of 45' behind the principal facade and accessed from the alley.</p> <p>VERTICAL PLACEMENT INSTRUCTIONS</p> <p>The maximum building height shall be 4 stories except that towers with a footprint less than 240 sf. may be of unlimited height.</p> <p>The first story shall be raised above the sidewalk elevation a minimum of 2', except that commercial use stories and garages shall be at grade.</p> <p>The ceiling of the first story shall be no less than 12' above the sidewalk elevation.</p> <p>Arcades, porches, balconies and stoops shall be provided in the configurations designated on the Frontage Types column.</p>	<p>GENERAL INSTRUCTIONS</p> <p>Residential use shall be permitted at all stories of principal buildings. Outbuildings shall permit one lodging unit, limited commercial use and parking.</p> <p>HORIZONTAL PLACEMENT INSTRUCTIONS</p> <p>Frontage setback shall be 15' or 30' and side setback a minimum of 5'. There is no rear setback requirement.</p> <p>Placement of frontage facade at frontage setback shall be mandatory.</p> <p>Fences and gates, in the absence of buildings, shall complete the frontage setback line.</p> <p>Porches may encroach a maximum of 12' into the frontage setback.</p> <p>Buildings shall show no more than 4 corners to the principal frontage, including porches.</p> <p>Outbuildings shall be separated from the principal building by a minimum of 15' except that a single story connecting structure may be provided.</p> <p>Lot coverage of an outbuilding shall not exceed 450 sf.</p> <p>Parking spaces shall be provided within the lot at the ratio of 2 places per dwelling and 3 places per 1000 sf. of commercial space.</p> <p>Parking spaces shall be a functional configuration, placed a minimum of 45' behind the principal facade and accessed from the lane.</p> <p>VERTICAL PLACEMENT INSTRUCTIONS</p> <p>The maximum building height shall be 3 stories except that towers with a footprint less than 240 sf. may be of unlimited height.</p> <p>The first story shall be raised above the sidewalk grade a minimum of 2' except that garages shall be at grade.</p> <p>The ceiling of the first story shall be no less than 12' above the sidewalk elevation.</p> <p>Arcades, porches, balconies and stoops shall be provided in the configurations designated on the Frontage Types column.</p>	<p>GENERAL INSTRUCTIONS</p> <p>Residential use shall be permitted at all stories of principal buildings. Out buildings shall permit one lodging unit, limited office use and parking.</p> <p>HORIZONTAL PLACEMENT INSTRUCTIONS</p> <p>Frontage setback shall be 30' and side setback a minimum of 10'. There is no rear setback requirement.</p> <p>Placement of frontage facade at frontage setback shall be mandatory.</p> <p>Fences and gates shall be built at the frontage line or the frontage setback line.</p> <p>Porches may encroach a maximum of 12' into the frontage setback.</p> <p>Buildings shall show no more than 6 corners to the principal frontage, including porches.</p> <p>Outbuildings shall be separated from the principal building by a minimum of 15' except that a single story connecting structure may be provided.</p> <p>Lot coverage of an outbuilding shall not exceed 600 sf.</p> <p>Parking spaces shall be provided within the lot at the ratio of 3 places per dwelling and 2 places per lodging unit.</p> <p>Parking spaces shall be a functional configuration, placed a minimum of 45' behind the principal facade and accessed from the lane.</p> <p>VERTICAL PLACEMENT INSTRUCTIONS</p> <p>The maximum building height shall be 3 stories except that towers with a footprint of less than 240 sf. may be of unlimited height.</p> <p>The first story shall be raised above the sidewalk elevation a minimum of 2' except that garages shall be at grade.</p> <p>The ceiling of the first story shall be no less than 12' above the sidewalk elevation.</p> <p>Arcades, porches, balconies and stoops shall be provided in the configurations designated on the Frontage Types column.</p>	

WALLS

MATERIALS

Walls shall be finished in wood clapboard (sealed with paint or opaque stain), cedar shingles, smooth-finish fiberglass reinforced cement siding [i.e. 'Hardieplank'], brick or stucco. Clapboard and siding shall be painted, brick may be painted.

Foundation walls and piers shall be finished in brick.

Garden walls shall be finished in brick which matches the principal building. Gates in garden walls shall be wood or wrought iron.

Fences at frontages and in front yards shall be made of smooth cedar cypress, red wood or # 1 pine pressure-treated (CCA) pickets painted white. All other fences shall be made of wood boards with a rectangular section and if painted, shall be painted white. Wood fences may have brick piers.

Retaining walls at frontages and in front yards shall be built of brick. Retaining walls not visible from the street may be built of brick, smooth finished concrete or pressure-treated wood.

Arcades and breezeways shall have vertically proportioned openings.

Brick shall be selected from The Master List. Mortar shall be in the cream to red range.

METHODS

Walls may be built of no more than two materials and shall only change material along a horizontal line, i.e., cedar shingles may be combined with wood siding when the material change occurs horizontally, typically at a floor line or a gable end, with the heavier material below the lighter. Walls of a single building must be built of the same materials in the same configurations except that additions and apparent additions to brick buildings may be built in wood.

Siding shall be horizontal, max. 6" to the weather.

Shingles shall be max. 10" to the weather.

Stucco shall be applied to concrete block or poured concrete. Stucco shall be sand finished or steel trowelled.

Foundation walls shall be exposed a min. of 24" and a max. of 36" above grade at the wall (except where flood plane requirements dictate otherwise).

Trim shall be made of trim lumber and shall not exceed 1" in actual thickness, 6" in width at corners and 4" in width around openings, except at the front door which may be any size or configuration. Trim shall be a single color, either white or a light neutral. "Deluxing" is not permitted.

Brick shall be horizontal running bond or flemish bond pattern with mortar joints of raked or grapevine pattern, max. 1/2" height.

Garden walls shall be min. 8" wide and capped with an overhang of no less than 1".

Picket fences shall be between owner's waist and chest height, have no more than a 3" gap between pickets and painted white. Picket fences on neighboring lots shall be different designs.

Board fences may be as high as 6' and painted white or left unpainted.

ELEMENTS

MATERIALS

Piers, arches and chimneys shall be made of brick. Flues shall be tile or metal.

Porches, columns, posts, spindles and balusters shall be made of wood or fiberglass, except railings attached to concrete or brick which may be made of steel or wrought iron painted gloss black. Porches may be enclosed with glass or screens, however, glass enclosures are not permitted at frontages. Porch ceilings may be enclosed with painted wood or beaded vinyl, exposed joists shall be painted.

Stoops shall be made of wood, brick or concrete. If concrete, a stoop shall have either brick cheek walls or sides and risers made of brick.

Decks shall be located in rear yards and built of ground contact, pressure-treated (CCA) lumber. Decks shall be painted, except walking surfaces which may be left unpainted.

Bay Windows at frontages shall be made of trim lumber and have a copper roof.

Storefronts shall be made of wood.

Signs shall be made of wood.

Wood elements must be painted or stained with an opaque stain except walking surfaces which may be left natural.

METHODS

Chimneys shall be a min. 2:1 proportion in plan and capped to conceal spark arresters. Flues shall be no taller than required by The Building Code.

Piers shall be no less than 16" x 16".

Arches shall be no less than 12" in depth. Keystones shall be functional.

Arcades shall have vertically proportioned openings.

Porches on lots less than 27' wide shall be no less than 6' in depth, porches on lots greater than 27' wide shall be no less than 8' in depth. Porches shall be 18" above grade. Porches shall be lit with recessed ceiling fixtures (not wall mounted fixtures) with incandescent bulbs. Screened porches shall have screens framed in wood installed behind framed railings.

Crawl Space of porches and decks shall be skirted with framed wood or vinyl lattice installed between supports with not more than 1-1/2" spaces between boards.

Columns (The Orders), if provided, shall be of the Tuscan or Doric orders with correct proportions and profiles according to The American Vignola. Nothing may be attached to columns.

Posts shall be no less than 5" x 5" and chamfered at the corners.

Railings shall have top and bottom rails. Wood top rails shall be eased and bottom rails shall have a rectangular section. Top and bottom rails shall be centered on the pickets. Spaces between spindles and balusters shall not exceed 2 1/2" if made of wood, 3" o.c. if made of metal.

Bay windows at frontages shall have a minimum of 3 sides and shall be habitable, extending to the floor inside and to the ground outside.

Balconies shall not exceed 6' in depth and must be supported by visible brackets.

Signs attached to buildings shall be integral with the storefronts, no larger than 24" in height, externally lit and painted a dark gloss color.

ROOFS

MATERIALS

Roofs shall be clad in wood shingles, black or green asphalt shingles ('architectural grade', min. 240#) selected from the Master List, copper, or aluminium with a baked enamel finish.

Gutters and downspouts, when used, shall be made copper (not copper-coated), vinyl or anodized aluminum. Metal chains may be used in lieu of downspouts. Splash blocks shall be made of brick or gravel. In the absence of gutters, brick or gravel shall be placed at the drip line.

Flashing shall be copper, lead, vinyl or anodized aluminum.

Copper roofs, flashing, gutters and downspouts shall be allowed to age naturally (not painted or sealed).

METHODS

Principal roofs shall be a symmetrical gable, gambrel or hip with a slope of 10:12 unless noted otherwise below.

Ancillary roofs (attached to walls at the upper portion) may be sheds sloped no less than 2:12. Roofs on towers shall have a slope greater than 6:12.

Roof Trusses shall have integral eave returns allowing room for either expressed lintels or a frieze board above top story openings.

Gables ends facing a street must overhang a minimum of 12".

Flat roofs, permitted only when occupiable and accessible from an interior room, must have a railing or parapet wall.

Asphalt shingles shall have sq. cut tabs.

Purlins, if exposed, shall be min. 1-1/2" sq.

Eaves which overhang less than 8" shall have a closed soffit with crown molding (see detail). Eaves which overhang more than 8" shall have exposed rafters (see details).

Gutters shall be half-round at overhanging eaves, ogee at flat eaves.

Dormers shall have gable or hipped roofs with a slope of 10:12 or shed roofs with a slope 3:12, and should be habitable (placed a minimum of 3' from side building walls).

Roof penetrations shall be placed on the rear slope of the roof and painted to match the color of the roof, except those of metal which may be left unpainted.

Skylights and solar panels shall be flat and mounted on the rear slope of the roof.

OPENINGS

MATERIALS

Windows shall be made of wood (painted), vinyl clad wood, solid vinyl or prefinished aluminum clad and shall be glazed with clear glass.

Doors, including garage doors, shall be wood, embossed steel or fiberglass with wood veneer. Doors shall be painted.

Storm doors shall be painted wd or anodized alum. & match the door.

Shutters, shall be wood or vinyl & painted white or a dark neutral.

Awnings shall be dark green canvas. Material to be selected from the Master List.

Security doors and window grills must be approved.

METHODS

Openings in upper stories shall be centered directly above openings in the first story. Openings in gable ends must be centered. Openings shall be min. 2' from building corners.

The total glazed area on frontage facades shall not exceed 30% of the total surface. Single panes shall be no larger than 20 square feet.

Windows shall be rectangular single-, double-, or triple-hung or operable casement types, with a vertical proportion of no less than 1:1.5 except that there may be one semicircular or hexagonal window on each building. Transoms may be oriented horizontally with panels of vertical proportions. Multiple windows in the same rough opening shall be separated by a 4" min. post. The centerline of the window sash shall align with the centerline of the wall (see detail). Typical windows on the ground floor shall be the same proportion but slightly larger than those on upper floors.

Window muntins shall be true divided light or fixed on the exterior surface and create panels square or vertical in proportion.

Doors shall be hinged, except garage doors. All doors shall have raised panels (not flush with applied trim). Paired doors are not permitted at frontages. Windows in doors should be rectangular.

Garage doors facing a street frontage shall be a maximum of 9' in width. Garage doors facing an alley shall have a cantilevered light fixture centered above the door with an incandescent bulb activated by a photocell. Garage doors shall be painted.

Storm doors shall be full view and free of decorative trim. Storm windows and screens shall be integral with the window. Screens shall be made of stainless steel or black vinyl.

Shutters shall be operable, sized and shaped to match the opening and provided for all windows on a given wall.

Awnings shall be rectangular without side panels.

MISCELLANEOUS

Variances to The Architectural Regulations may be granted based on architectural merit.

The Master List is compiled, expanded and revised by The Town Architect and is available for use in The Towns Architect's office during business hours.

Driveways off a street shall be brick, brick pavers, concrete pavers or concrete and shall not be wider than 12' at the street.

Flagpoles under 6' long may be mounted at an angle to building walls.

Light fixtures shall be mounted to walls, have incandescent or metal halide bulbs & may not produce glare on adjacent properties.

Colors of all materials shall be selected from The Master List.

The following are permitted in rear yards: HVAC equipment, utility meters, direct-vent fireplaces, clotheslines, satellite dishes, permanent grills, rock gardens, permanent play equipment and hot tubs. The following are not permitted: window air-conditioning units, above ground pools (except those of the inflatable variety), free-standing flagpoles (except on public property) and antennas.

17.

ARCHITECTURAL REGULATIONS

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

CHARRETTE DATE: DECEMBER 12, 1994
REVISED: JANUARY 24, 1995
REVISED: MAY 31, 1995
REVISED: OCTOBER 3, 1995
REVISED: NOVEMBER 16, 1995

PUBLIC TRACTS

BAYSIDE (North of Pleasant)

Primary Dune (Chesapeake preservation area)

Sea Oals..... Uniola paniculata
American Beachgrass..... Ammophila brevilingulata

Oceanview Park

In wide border drifts, mainly between the boardwalk and the drive.
Groundcover & shrubs 1 -2 feet on center.

Dwarf Rugosa..... Rose Rosa Rugosa
Groundsel Tree..... Baccharis halimifolia
Japanese Black Pine..... Pinus thunbergiana
Marsh Elder..... Iva frutescens
Salt Cordgrass..... Spartina spp.
Wax Myrtle..... Myrica cerifera
Short Dune Grass..... Panicum amarum
Yucca..... Yucca filamentosa

Bay Streets (to first break)

Plant in ROW, 18 feet on center, after building.

American Sycamore..... Platanus occidentalis Black
Gum..... Nyssa sylvatica
Live Oak (small leaved)..... Quercus virginiana 'geminata' typ.
Persimmon..... Nyssa sylvatica
Red Bay..... Persea borbonia
Sassafras..... Sassafras albidum
Sumac species..... Rhus spp.
Southern Red Oak..... Quercus falcata
Sweetgum..... Liquidambar styraciflua
Sycamore Maple..... Acer pseudo-platanus

Pleasant Avenue

Equidistant in ROW, including median: interplant with Crepe Myrtles.

American Sycamore..... Platanus occidentalis

LAKESIDE (South of Pleasant)

Streets

Plant in ROW, 24-36 feet on center, one per street, after build-out.

Chinese Elm..... Ulmus parviflora
Darlington Oak..... Quercus virginiana x phellos
Green Ash..... Fraxinus pennsylvanica
Live Oak..... Quercus virginiana*
London Planetree..... Platanus x acerifolia
'Bloodgood'
Norway Maple..... Acer platanoides 'Emerald Green'
Red Oak..... Quercus rubra
Scarlet Oak..... Quercus coccinea
Southern Red Oak..... Quercus falcata
Sweetgum..... Liquidambar styraciflua
Willow Oak..... Quercus phellos

Lanes

Plant in ROW in informal groups, following existing. No minimum height.

Austrian Pine..... Pinus nigra?
Blackgum..... Nyssa sylvatica
Black Locust..... Robinia pseudo-acacia
Live Oak..... Quercus virginiana*
Loblolly Pine..... Pinus taeda*

Pretty Lake Avenue (Dune)

Live Oak..... Quercus virginiana
Austrian Pine..... Pinus nigra
Chinese Elm..... Ulmus parviflora?
London Plane Tree..... Pinus x acerifolia 'Bloodgood'
Willow Oak..... Quercus phellos?

Pretty Lake Shore (below 105 elevation)

Serviceberry..... Amelanchier spp.?

Hedge

Dwarf Gallberry..... Ilex glabra?
Red Cedar..... Juniperus virginiana

PRIVATE TRACTS

BAYSIDE (north of Pleasant)

Hedge (2 sides except house)
Trees one per module
NRHA will make available
After building

Bayside Streets (to first break)

Groundcover Outside hedge, 1 1/2 feet on center

Saltmeadow Hay..... Spartina patens or spp.
Muehly Grass..... Muehlenberia spp.
Short Dune Grass..... Panicum amarum
Yucca..... Yucca filamentosa

Hedges

Plant between properties, shared , 3 feet on center

Meidiland Red..... Rosa Rugosa' Meideland Red"
Magnolia..... Magnolia grandiflora
Saltcedar..... Tamarisk gallica
Wax Myrtle..... Myrica cerifera

Bayside Streets (to Pleasant Avenue)

Trees Plant as thicket , 6 feet on center

Magnolia..... Magnolia grandiflora
Wax Myrtle..... Myrica cerifera

Trees Plant one for every 18 feet

Live Oak (north, coast)..... Quercus virginiana
Magnolia..... Magnolia grandiflora
Redbay species..... Persea borbonia or littoralis
Wax Myrtle..... Myrica cerifera
Wild Olive..... Osmanthus americanus

Bayside Streets (south to Pleasant Avenue)

Wildlife Backs Plant in the lee of garages.

Beach Plum..... Prunus maritima

Bay Streets (after street break)

Hedge Plant shared 4 on center in ROW , between houses

American Holly..... Ilex opaca
Cherry laurel..... Prunus caroliniana
Chinese Juniper..... Juniperus chinensis 'Robusta
..... Green' or 'Sargentii' ??
Ebbingei Eleagnus..... Eleagnus pungens 'Ebbingei'
Japanese Black Pine..... Pinus thunbergiana
Chinese Juniper..... Juniperus chinensis 'Sargentii'
..... or 'Robusta Green'
Saltcedar..... Tamarisk gallica
Wax Myrtle..... Myrica cerifera
White Oleander..... Nerium oleander

Bayside Streets (after street brake) continued...

Trees Plant in the lee of the house

American Holly..... Ilex opaca
Black Gum..... Nyssa sylvatica
Live Oak..... Quercus virginiana
Magnolia..... Magnolia grandiflora*
Persimmon..... Nyssa sylvatica?
Red Bay..... Persea borbonia
Sassafras..... Sassafras albidum
Sumac species..... Rhus spp.
Sycamore Maple..... Acer pseudo-platanus
Toothache Tree..... Zanthophyllum clava hercules
Wax Myrtle..... Myrica cerifera Wild
Wild Cherry..... Prunus serotina
Wild Olive..... Osmanthus americanus

Other shrub & groundcovers

Autumn Olive..... Eleagnus umbellata (d) ?wildlife?
Beach Plum..... Prunus maritima
Butterfly Bush..... Buddleia davidii (d)
Daylily..... Hemerocallis spp.?
Dwarf Yaupon..... Ilex vomitoria 'Shillings'
Meidiland Rose..... Rosa Rugosa' Meideland Pink'
Raphiolepis..... Raphiolepis indica, umbellata
Russian Olive..... Elagnus angustifolia
Virginia Creeper..... Parthenocissus virginiana
White Oleander..... Nerium oleander

LAKESIDE (south of Pleasant)

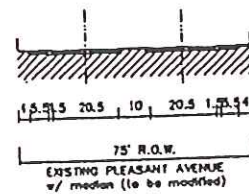
Second Block (south of Pleasant)

Trees Plant one tall tree for every 36 feet of frontage anywhere on the property. (* can take for pre-existing shade.)

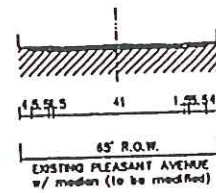
American Holly..... Ilex Opaca*
Blackgum..... Nyssa sylvatica
Dahoon Holly*..... Ilex cassine
Greenspire Linden..... Tilia cordata 'Greenspire*'
Hackberry..... Celtis occidentalis?
Live Oak..... Quercus virginiana*
Loblolly Pine..... Pinus taeda
Magnolia..... Magnolia grandiflora (understory)
Persimmon..... Nyssa sylvatica*
Redmond Linden..... Tilia x euclora "Redmond"
Red Cedar..... Juniperus virginiana
Red Oak..... Quercus rubra*
Sawtooth Oak..... Quercus accutissima
Scarlet Oak..... Quercus coccinea
Shortleaf Pine..... Pinus echinata
Southern Red Oak..... Quercus falcata*
Sugarberry..... Celtis laevigata
Wild Red Cherry..... Prunus serotina*
White Oak..... Quercus alba*

EXISTING
STREET
SECTIONS

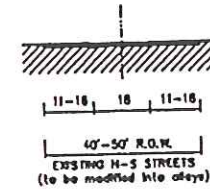
EXISTING PARKWAY
(P-75)



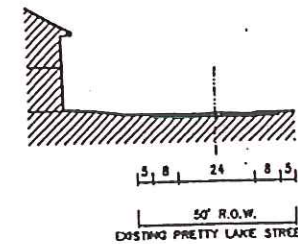
EXISTING PARKWAY
(P-65)



EXISTING ALLEY
(A-40/50)

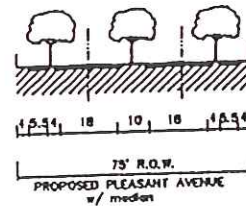


EXISTING STREET
(S-50)

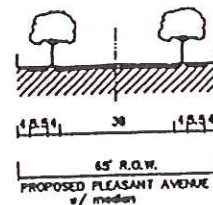


MODIFIED
STREET
SECTIONS

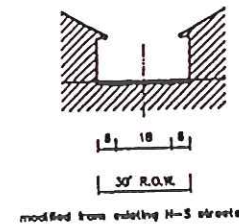
MODIFIED PARKWAY
(P-75)



MODIFIED PARKWAY
(P-65)

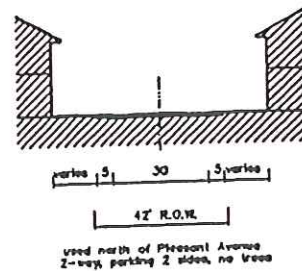


MODIFIED ALLEY
(A-30)

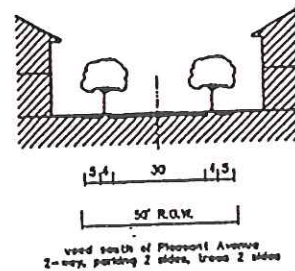


NEW
STREET
SECTIONS

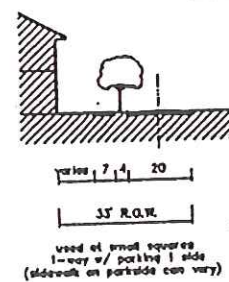
STREET 42



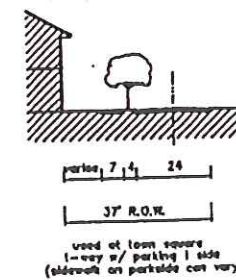
STREET 50



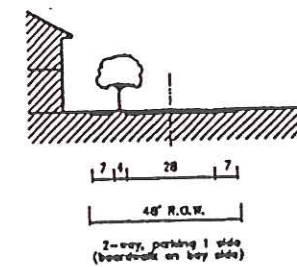
DRIVE 33



DRIVE 37



DRIVE 48



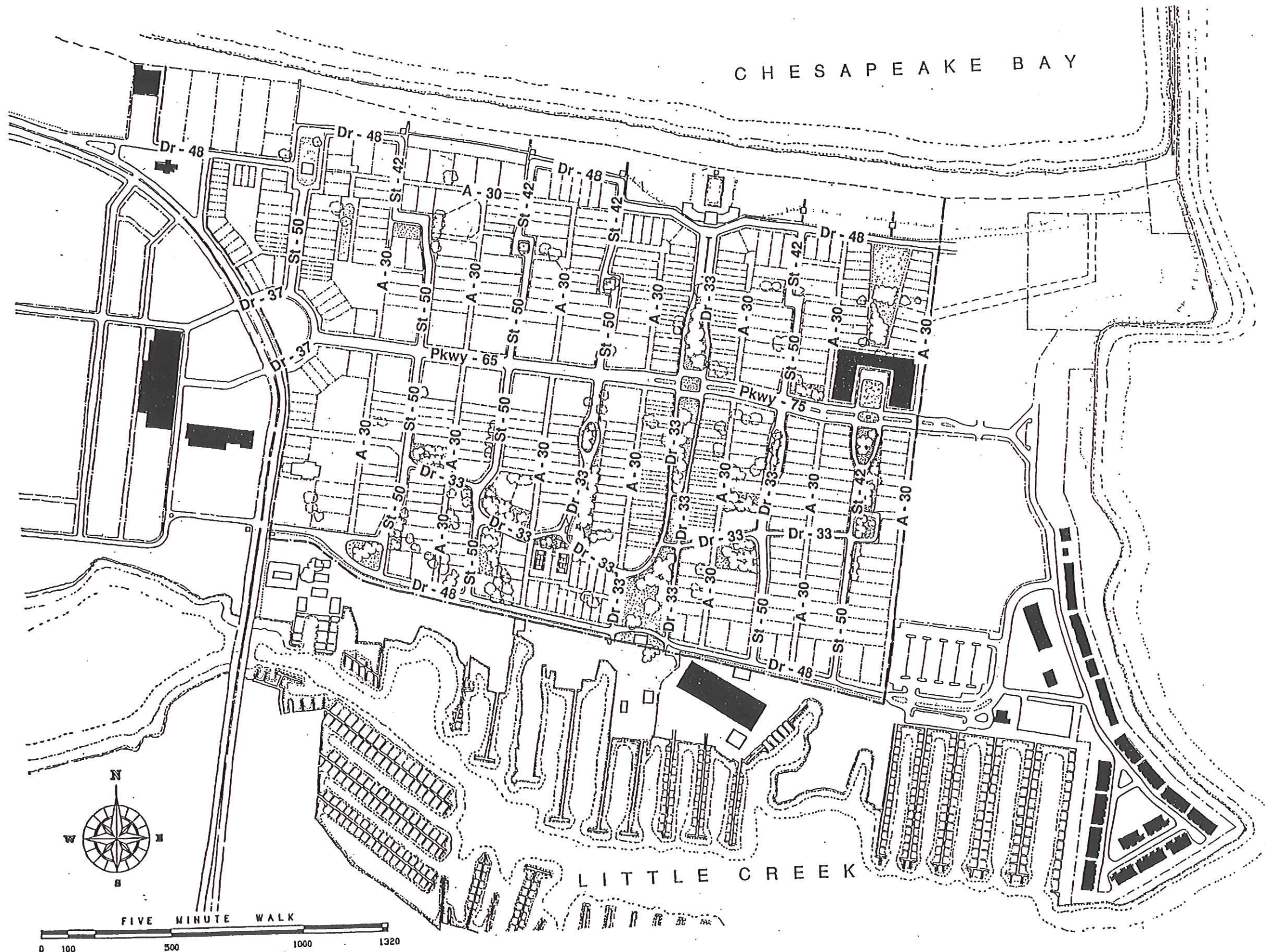
19.
STREET SECTIONS

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

CHARRETTE DATE: DECEMBER 12, 1994
REVISED: JANUARY 24, 1995
REVISED: MAY 31, 1995
REVISED: OCTOBER 3, 1995
REVISED: NOVEMBER 16, 1995



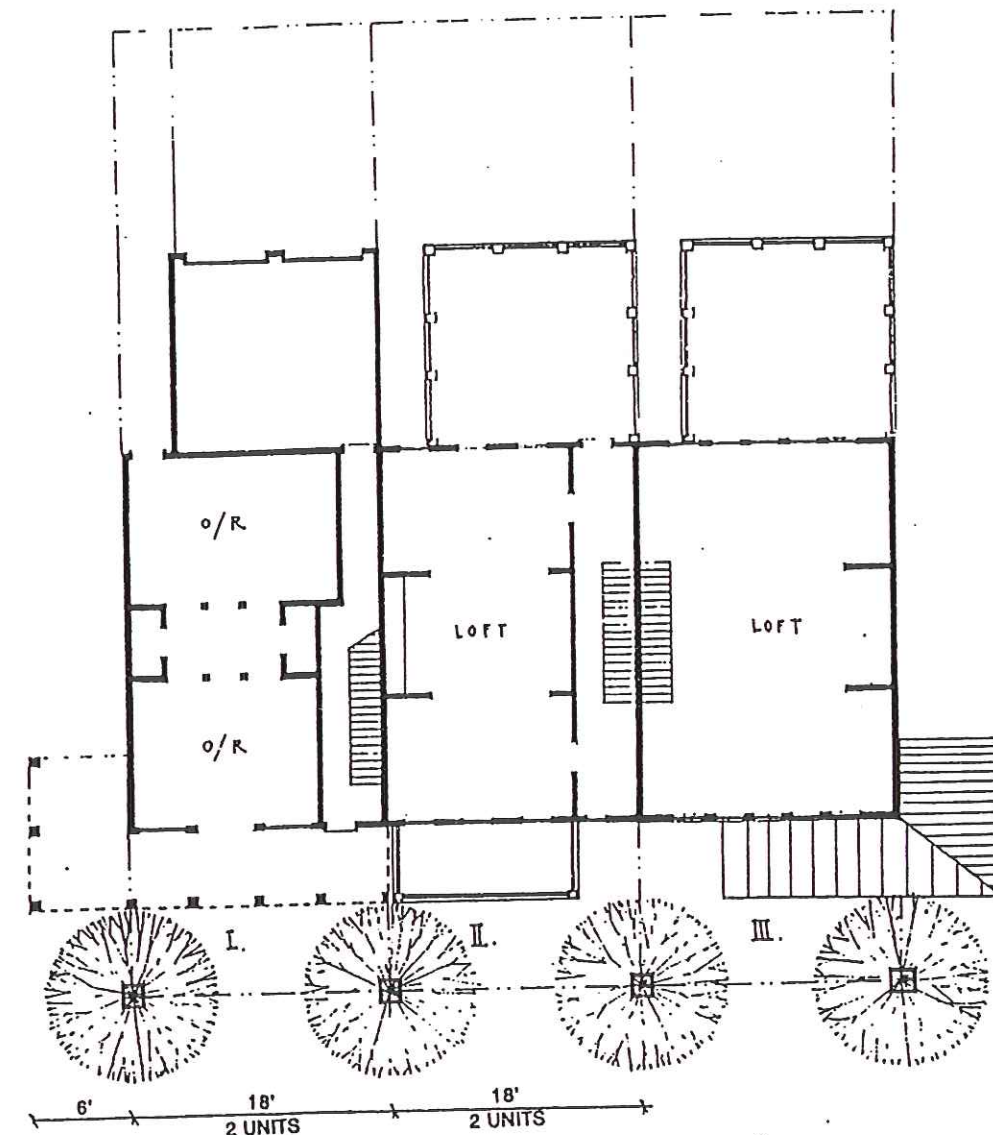
20.
STREET TYPES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
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675 SF
OFFICE/RETAIL

844/1688 SF
RESIDENTIAL

21.
UNIT TYPES
1 OF 8

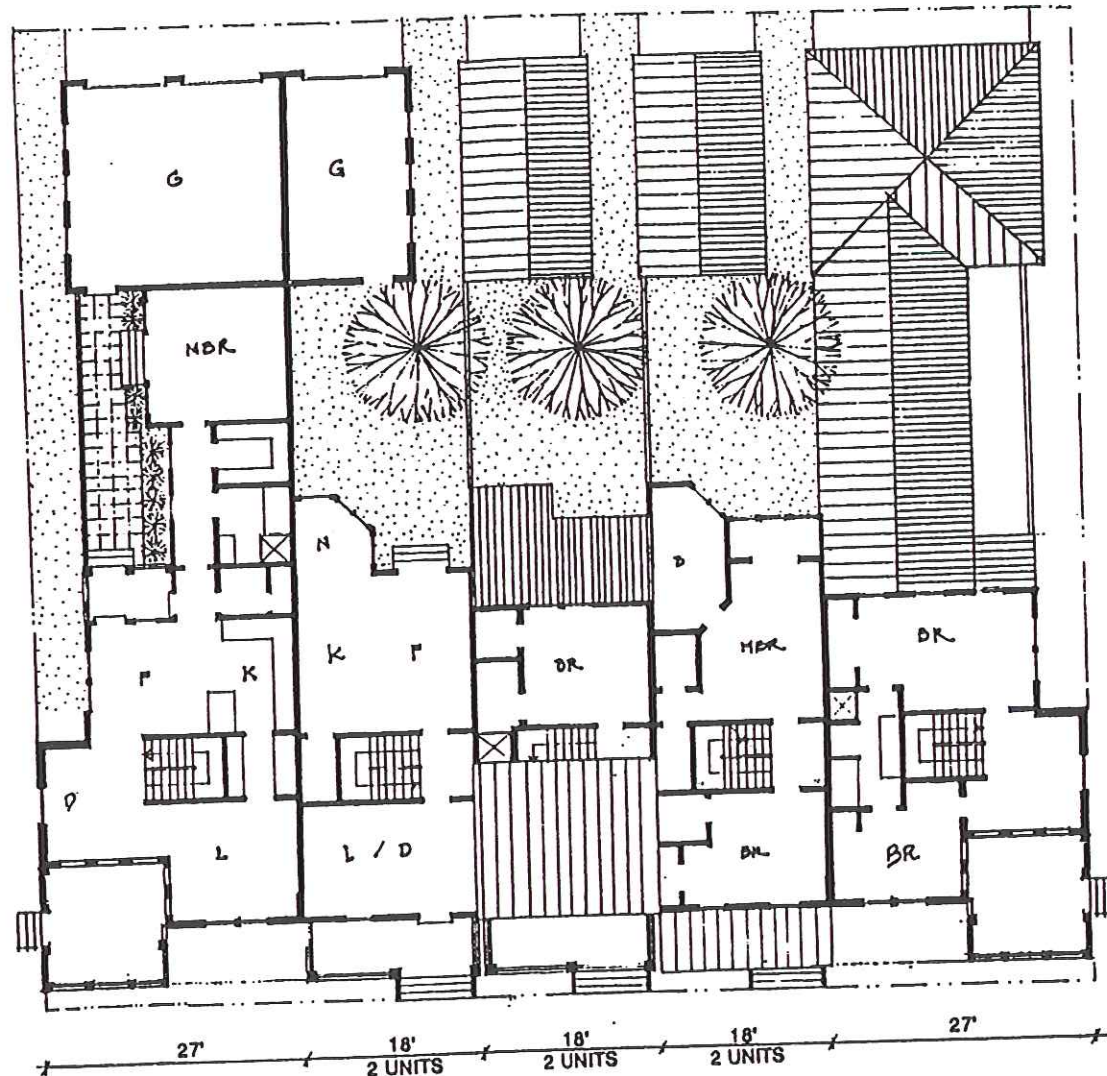
EAST OCEAN VIEW

NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
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22.
UNIT TYPES
2 OF 8



1,730 SF
4 BR, 3 1/2 BATH

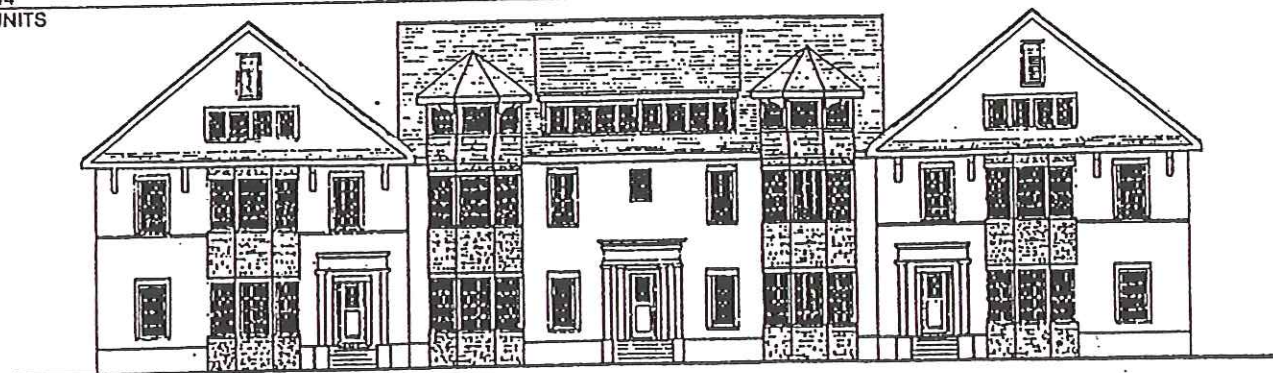
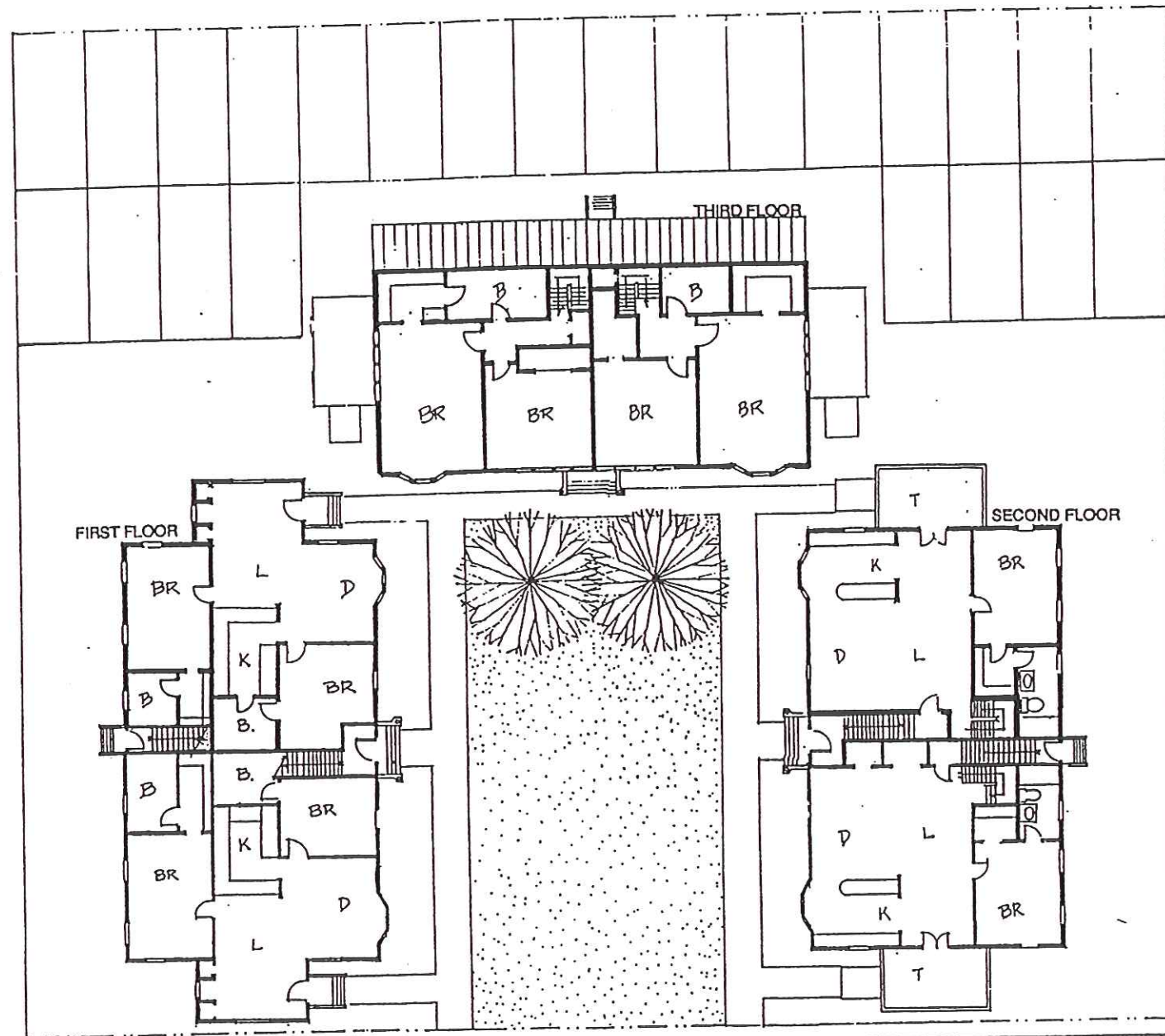
1,375 SF
3 BR, 3 BATH

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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REVISED: NOVEMBER 16, 1995



1,375 SF
3 BR, 3 BATH

745 SF
2 BR, 2 BATH

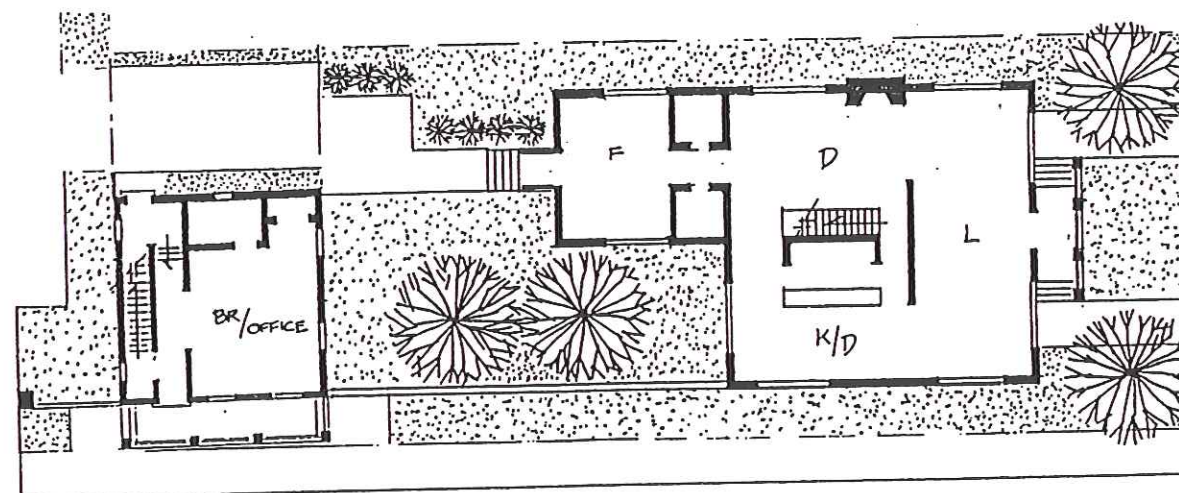
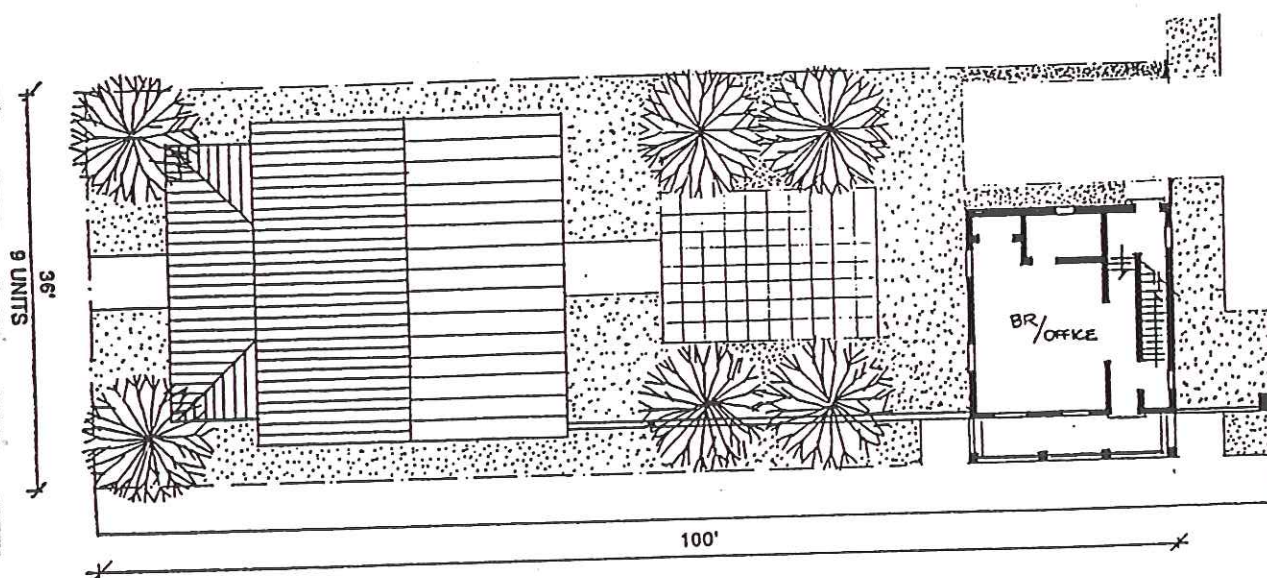
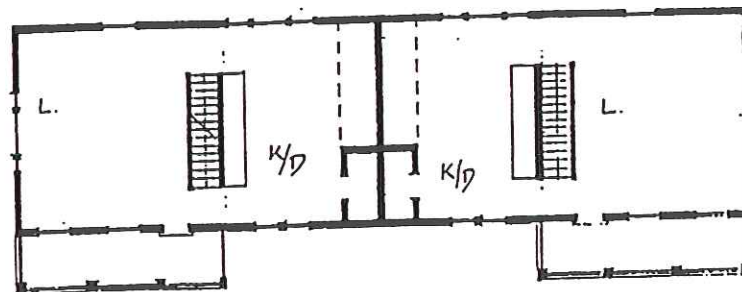
23. UNIT TYPES 3 OF 8

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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24.
UNIT TYPES
4 OF 8

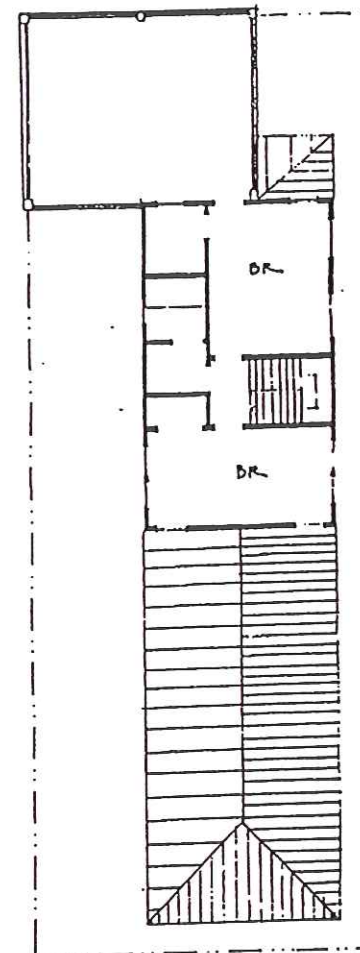
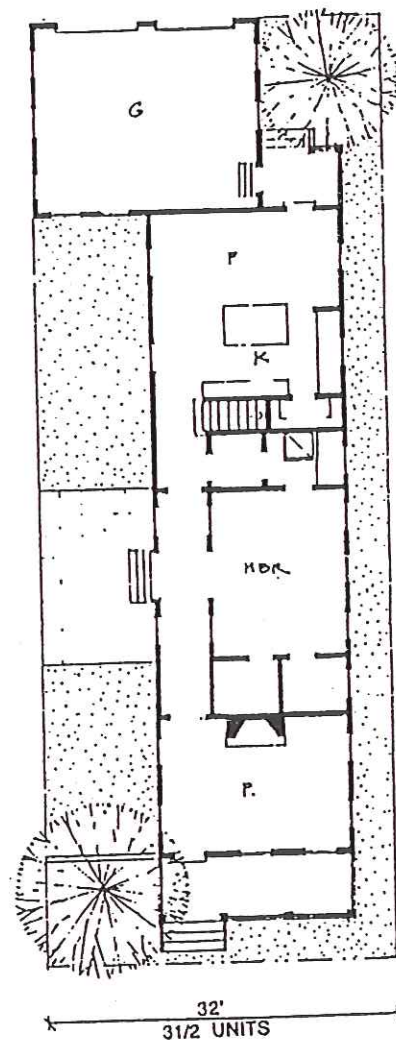
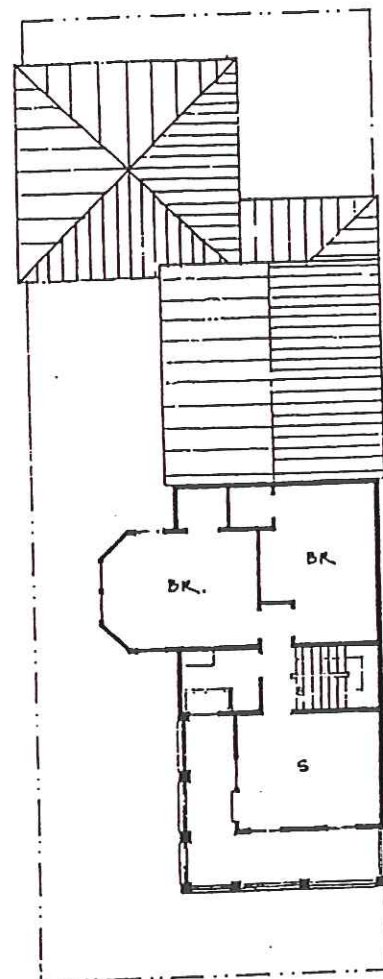
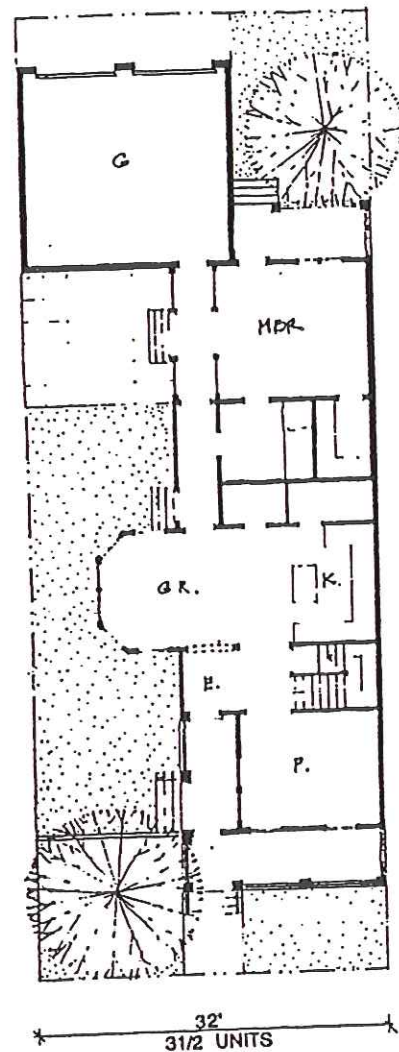


EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

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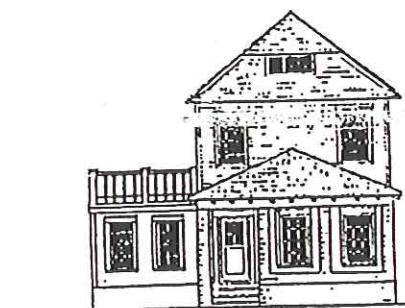
CHARRETTE DATE: DECEMBER 12, 1994
REVISED: JANUARY 24, 1995
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REVISED: NOVEMBER 16, 1995



25.
UNIT TYPES
5 OF 8



1,660 SF
3 BR, 2 1/2 BATH



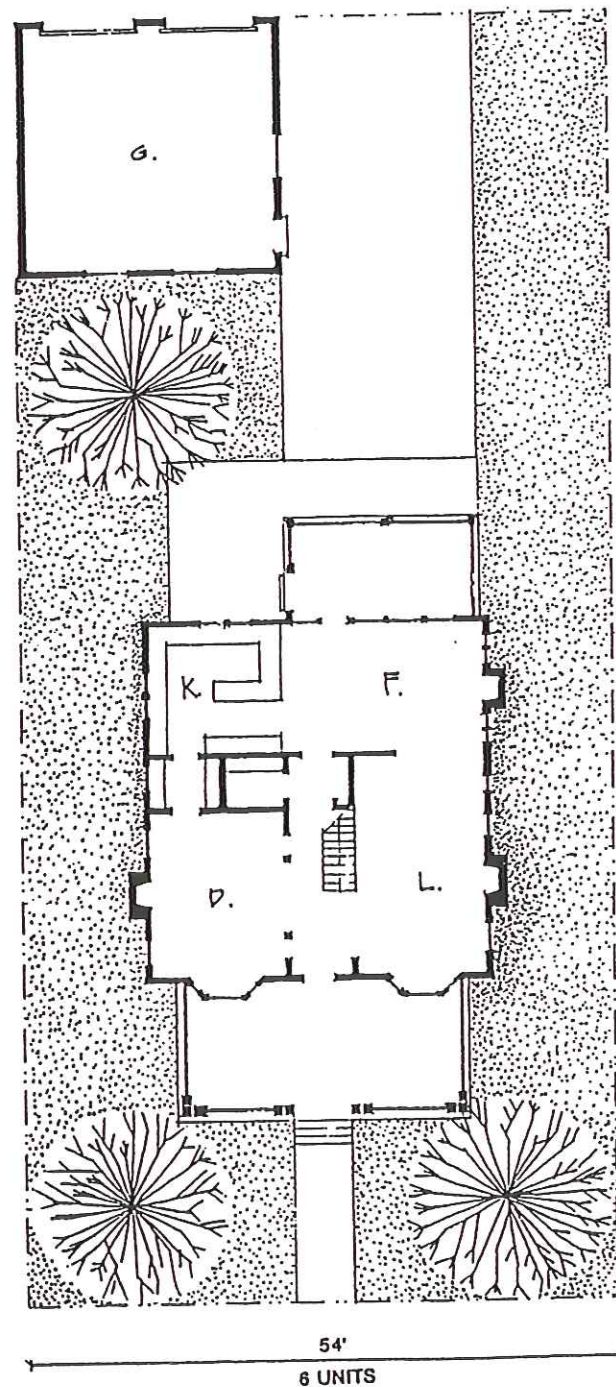
1,640 SF
3 BR, 2 BATH

EAST OCEAN VIEW
NORFOLK, VIRGINIA

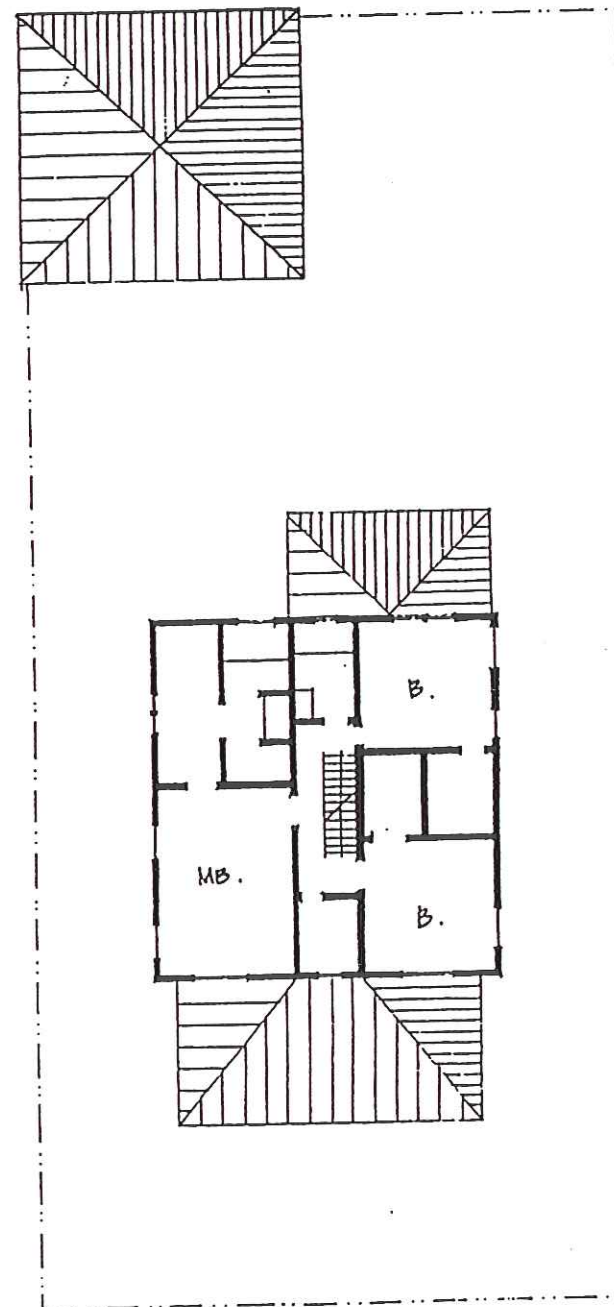
NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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REVISED: NOVEMBER 16, 1995



2,200 SF
3 BR, 2 1/2 BATH



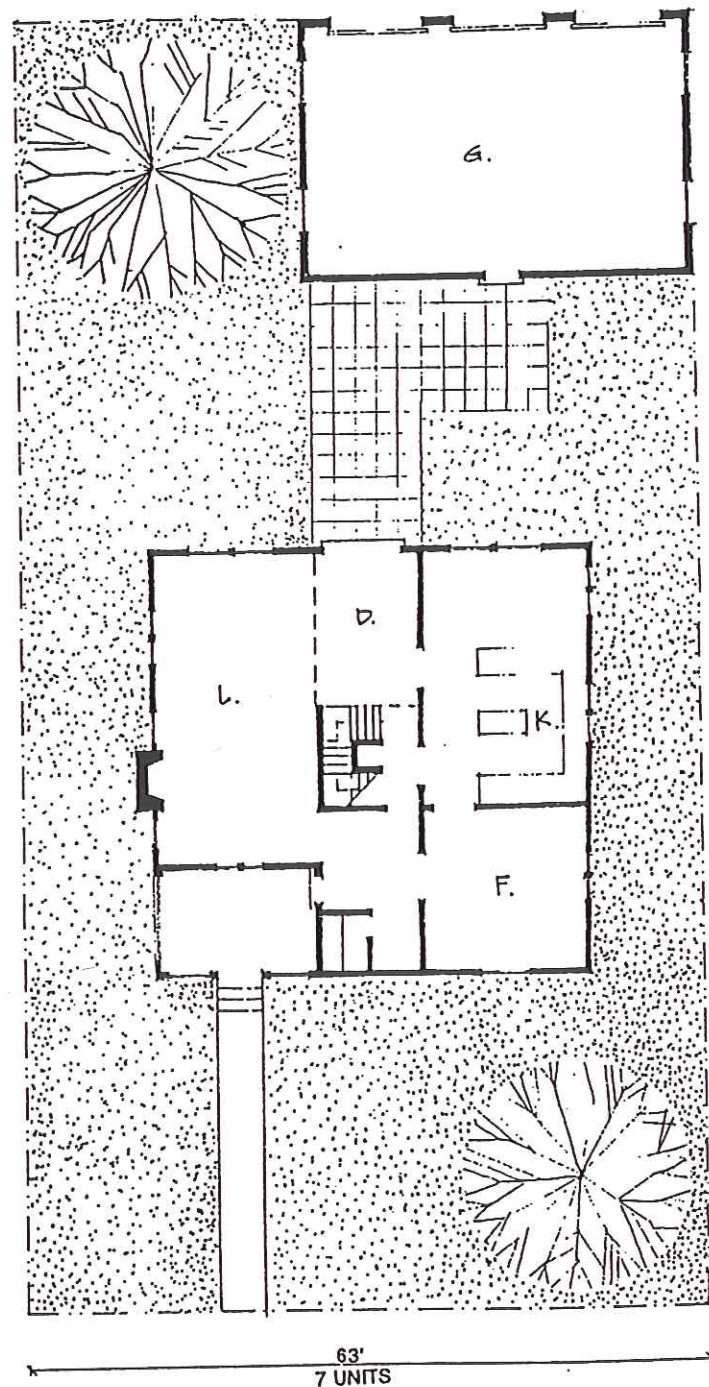
26.
UNIT TYPES
6 OF 8

EAST OCEAN VIEW NORFOLK, VIRGINIA

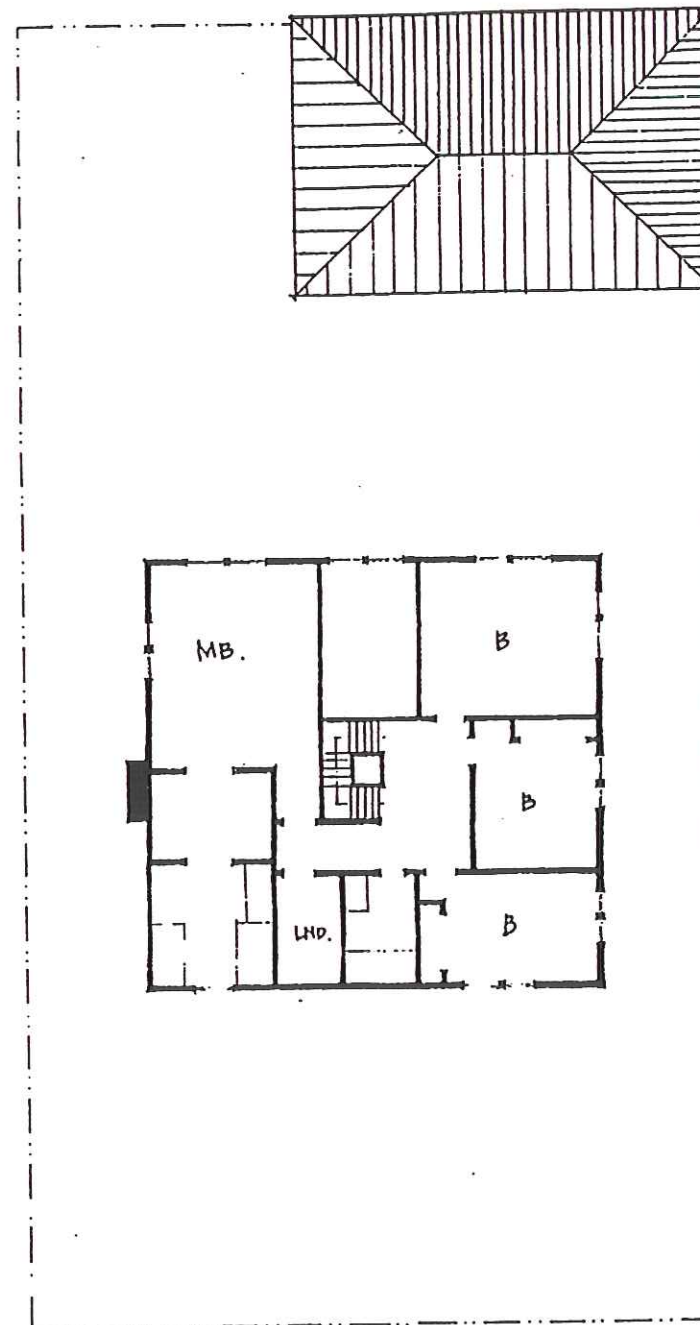
NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

CHARRETTE DATE:	DECEMBER 12, 1994
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REVISED:	NOVEMBER 16, 1995



3,200 SF
4 BR, 2 1/2 BATH



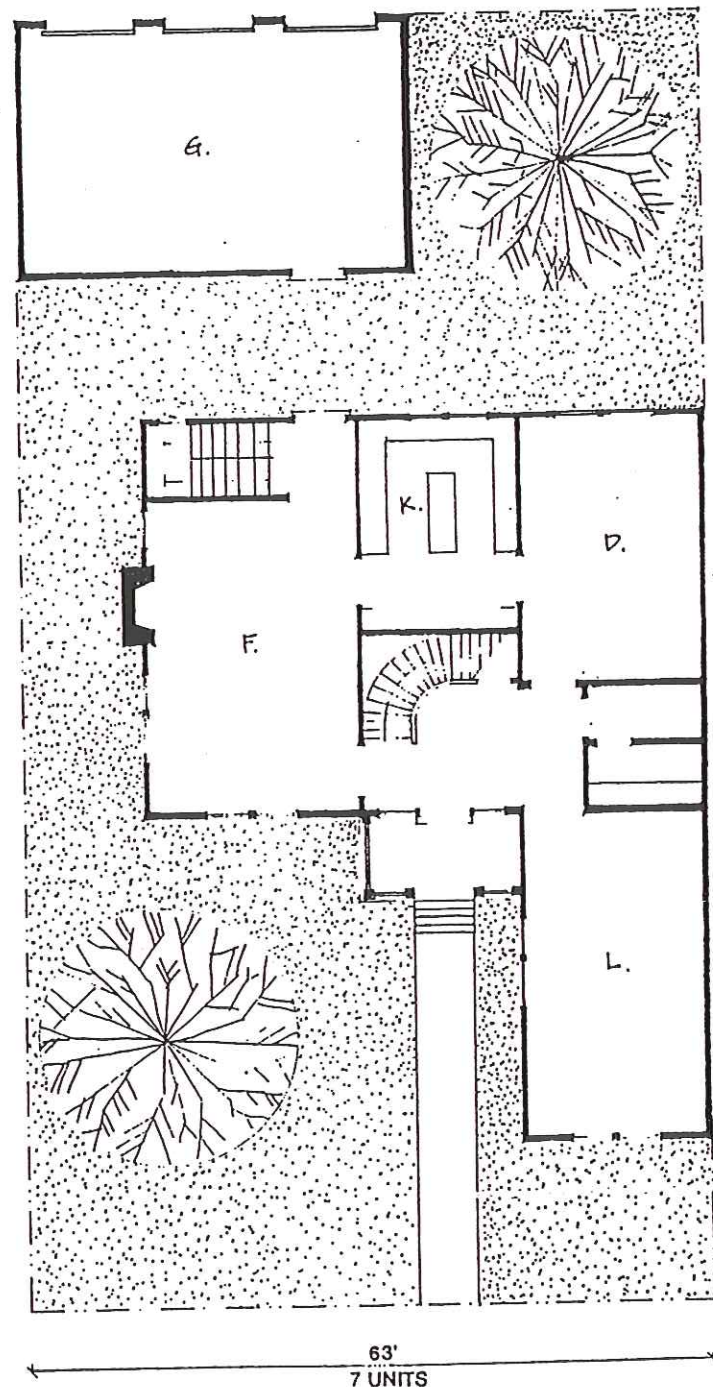
27. UNIT TYPES 7 OF 8

EAST OCEAN VIEW NORFOLK, VIRGINIA

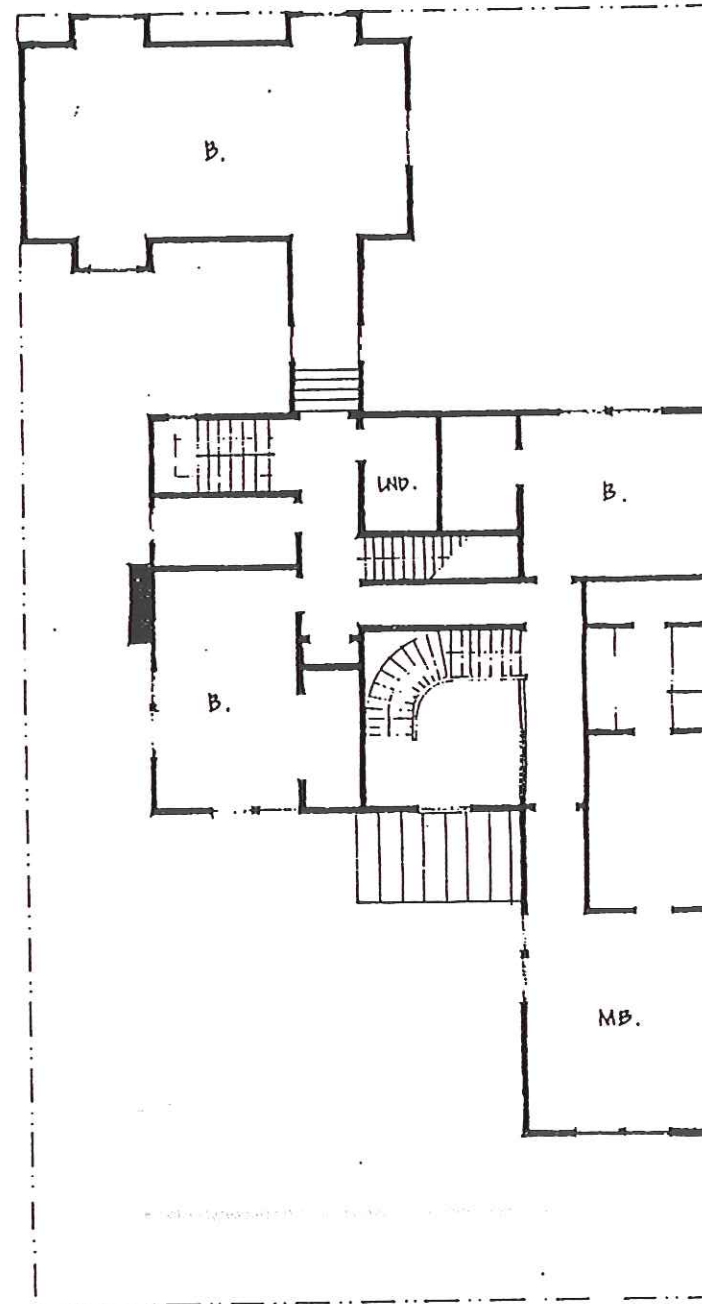
NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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REVISED: OCTOBER 3, 1995
REVISED: NOVEMBER 16, 1995



5,750 SF
4 BR, 2 1/2 BATH



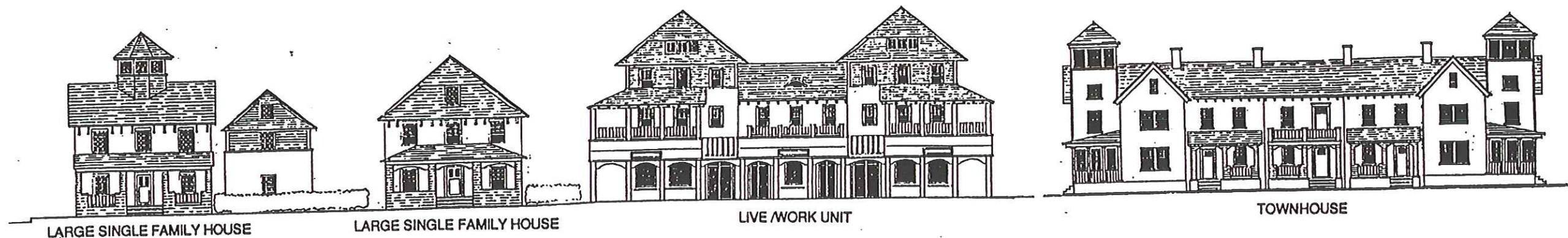
28.
UNIT TYPES
8 OF 8

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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REVISED: MAY 31, 1995
REVISED: OCTOBER 3, 1995
REVISED: NOVEMBER 16, 1995

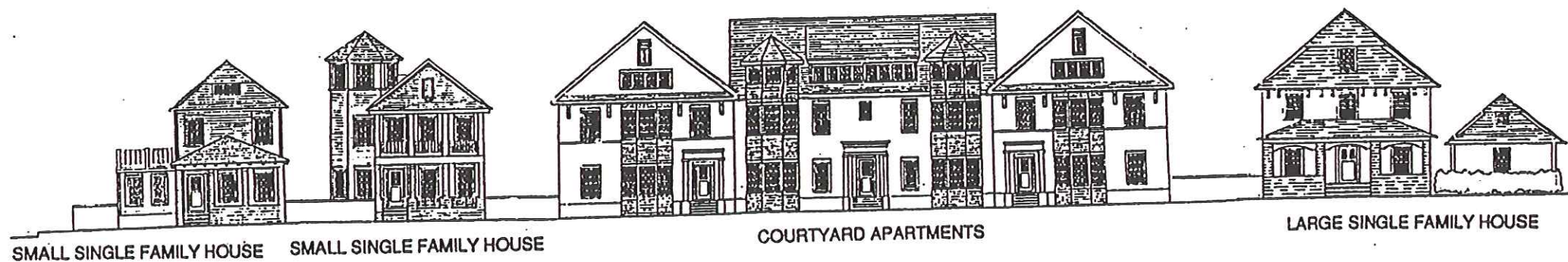


LARGE SINGLE FAMILY HOUSE

LARGE SINGLE FAMILY HOUSE

LIVE WORK UNIT

TOWNHOUSE

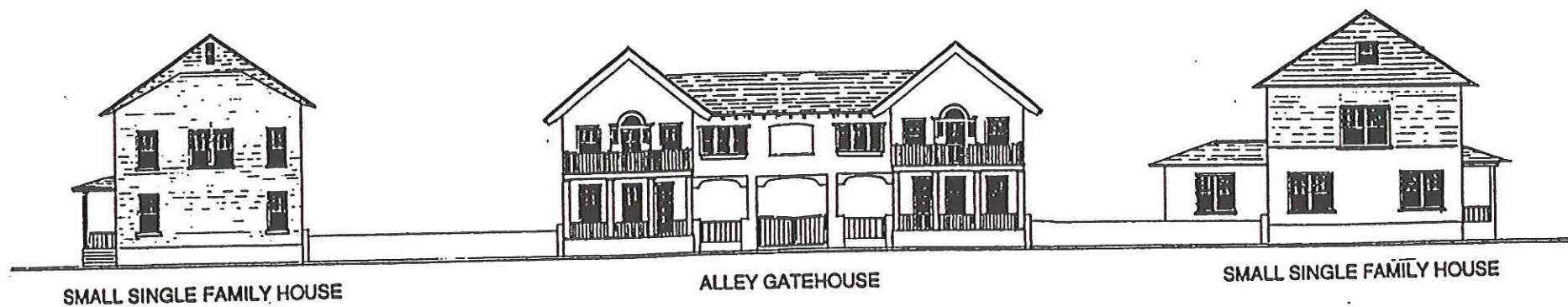


SMALL SINGLE FAMILY HOUSE

SMALL SINGLE FAMILY HOUSE

COURTYARD APARTMENTS

LARGE SINGLE FAMILY HOUSE



SMALL SINGLE FAMILY HOUSE

ALLEY GATEHOUSE

SMALL SINGLE FAMILY HOUSE

29.

STREET ELEVATIONS

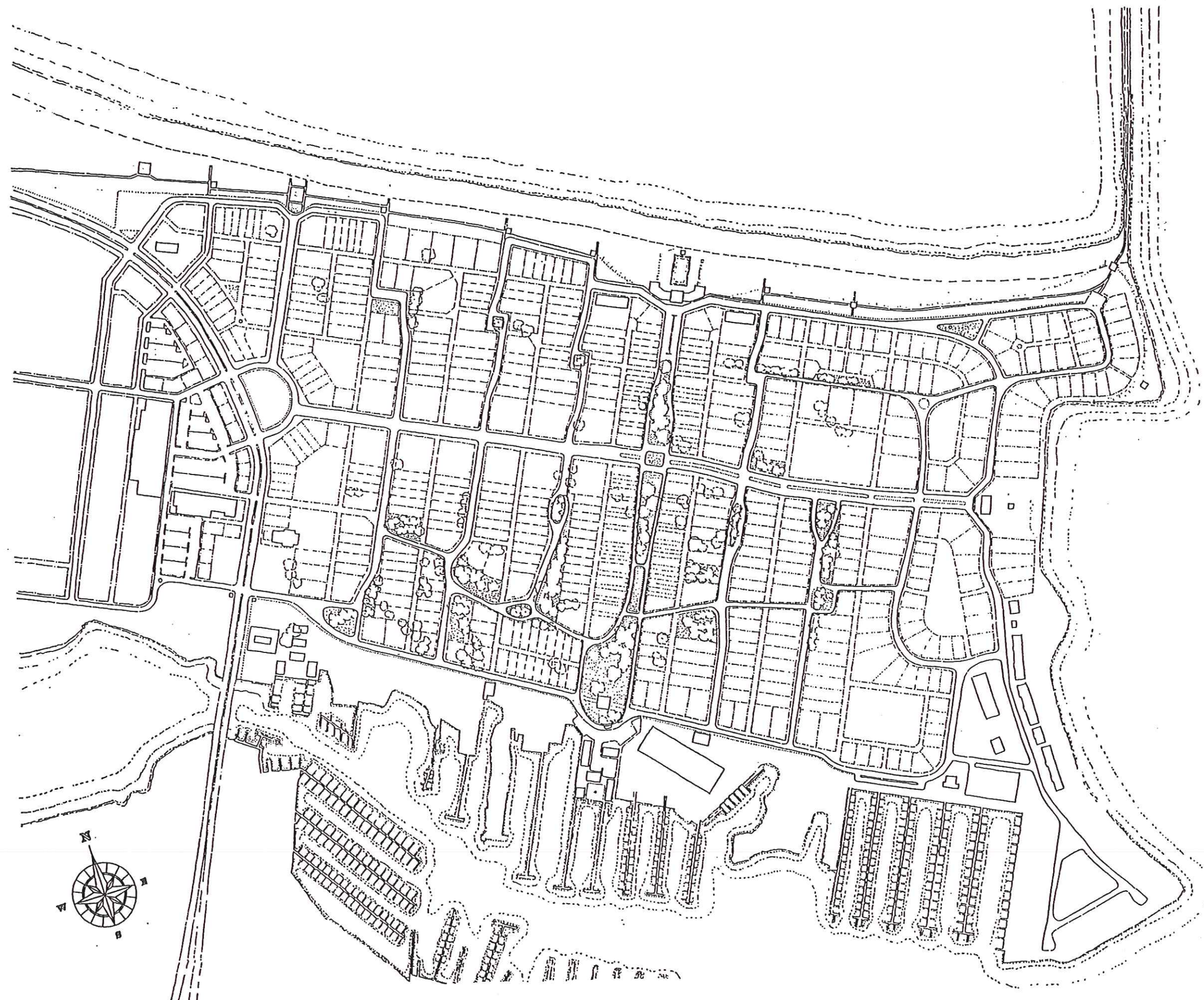
EAST OCEAN VIEW

NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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REVISED: MAY 31, 1995
REVISED: OCTOBER 2, 1995
REVISED: NOVEMBER 16, 1995



30.
CHARRETTE MASTER PLAN

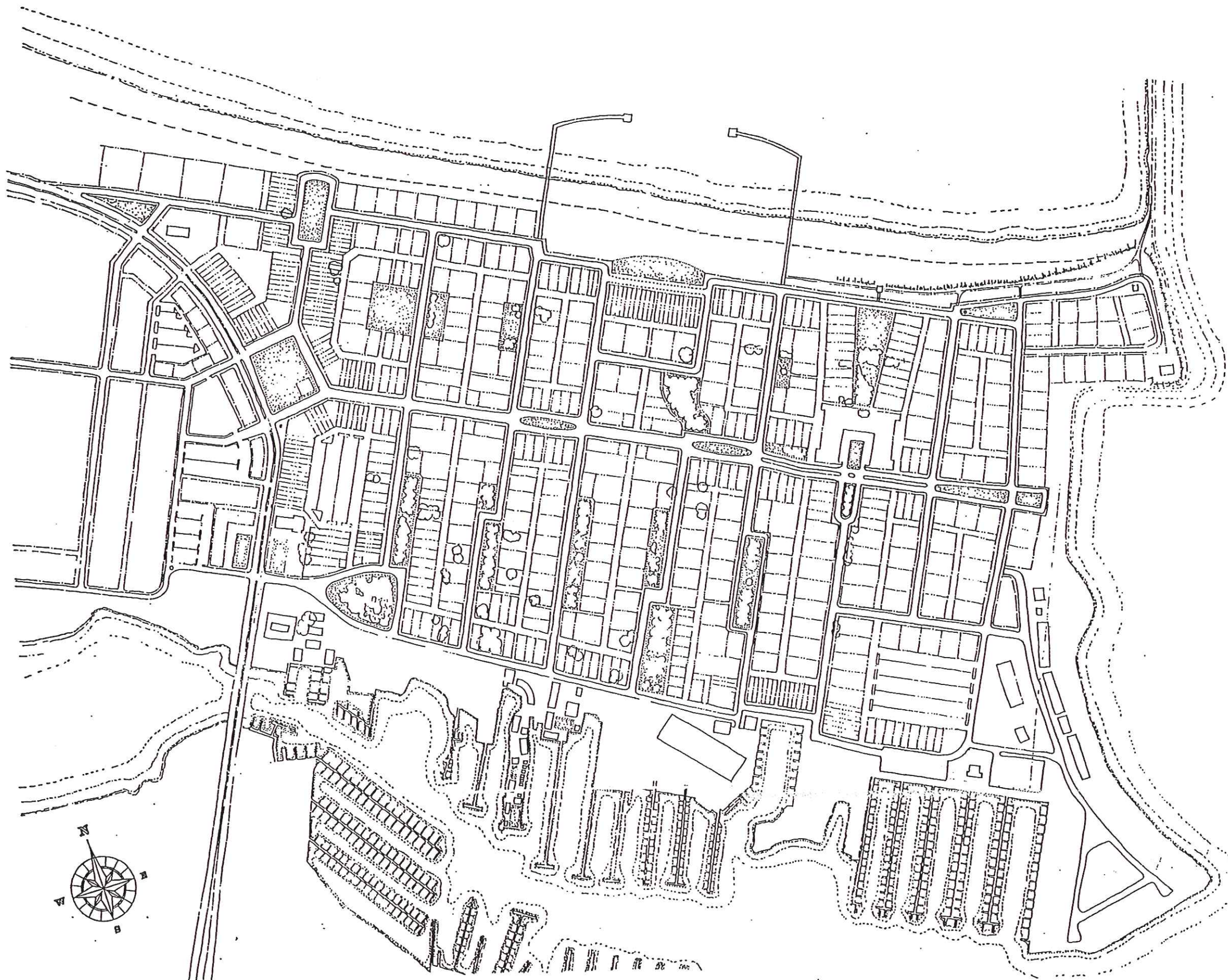
EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

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ELIZABETH PLATER-ZYBERK

TOWN PLANNERS

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REVISED:	NOVEMBER 16, 1995



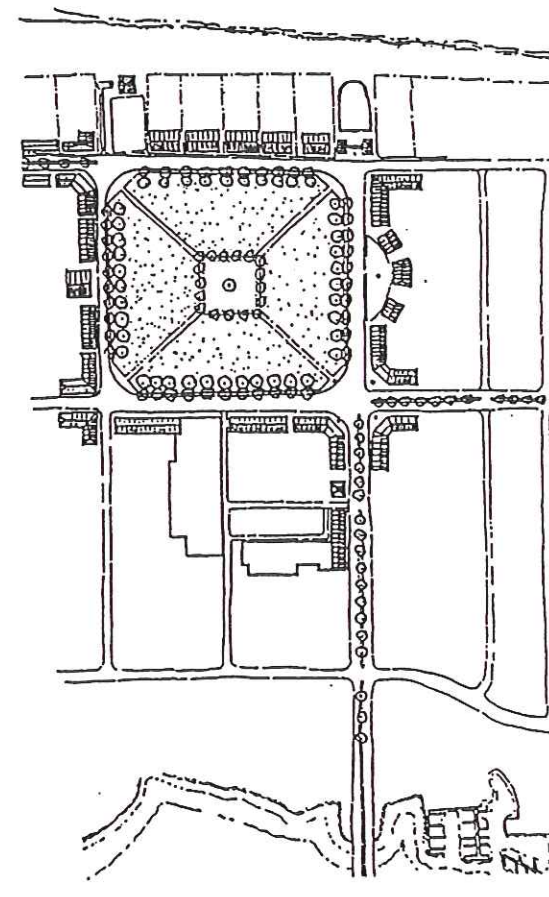
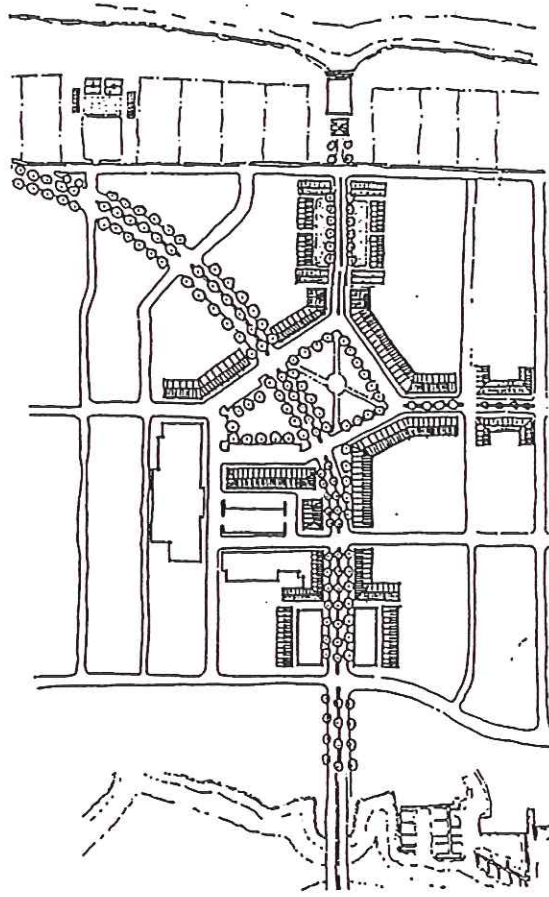
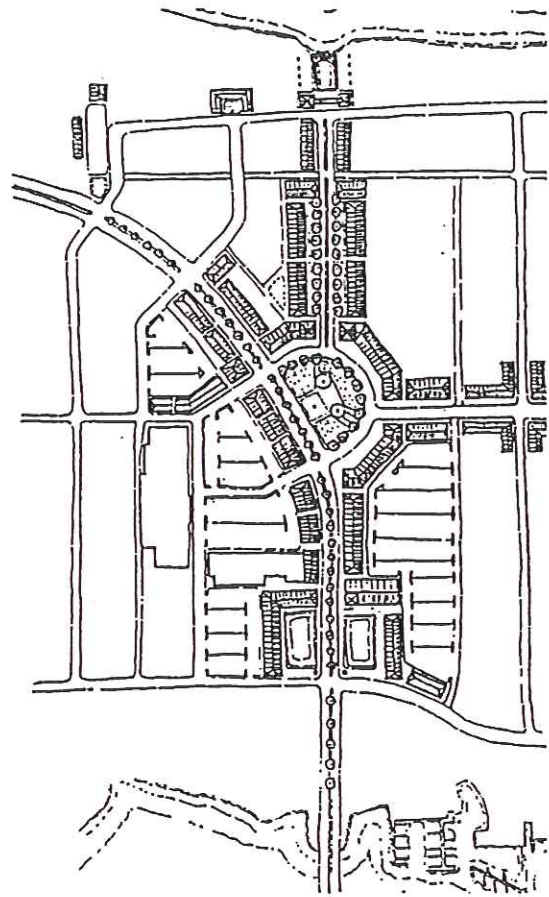
31.
**CHARRETTE MASTER PLAN
ALTERNATIVE**

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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REVISED:	OCTOBER 3, 1995
REVISED:	NOVEMBER 16, 1995



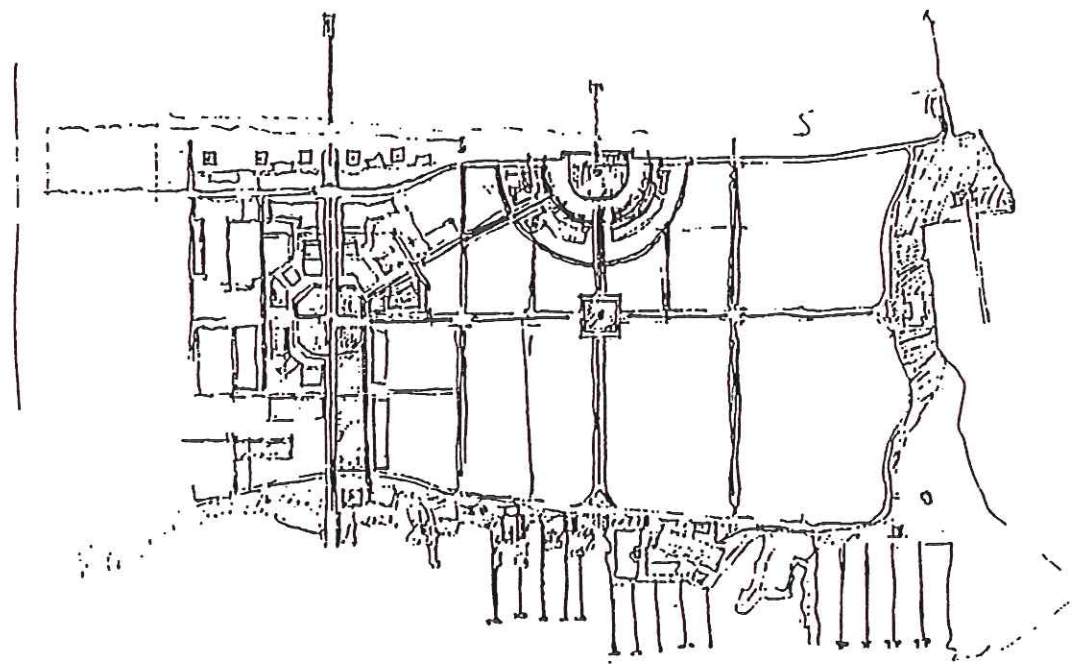
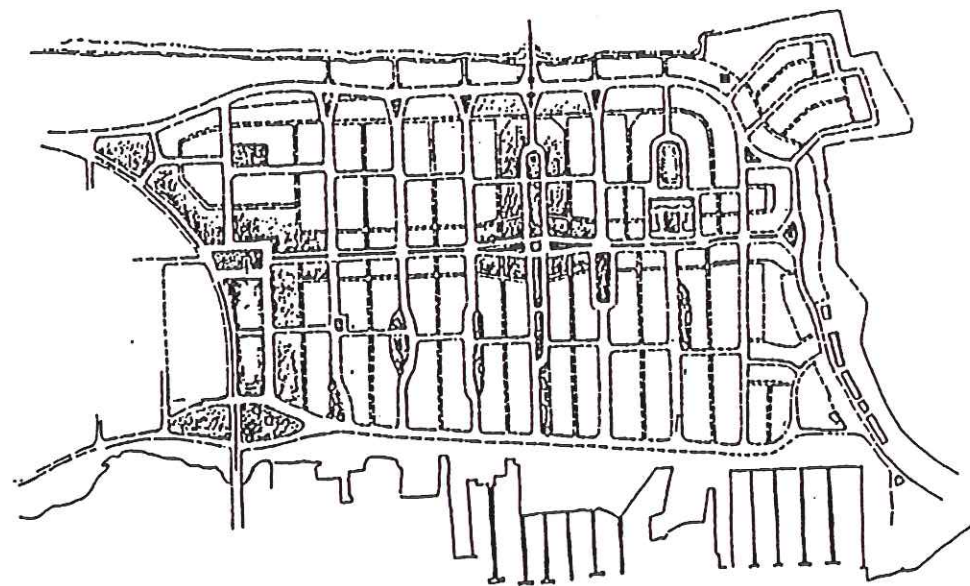
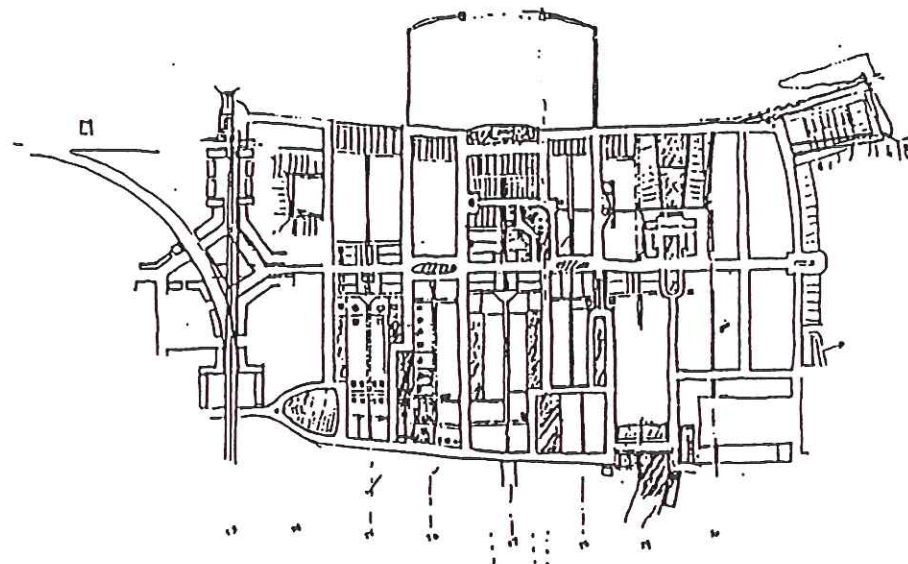
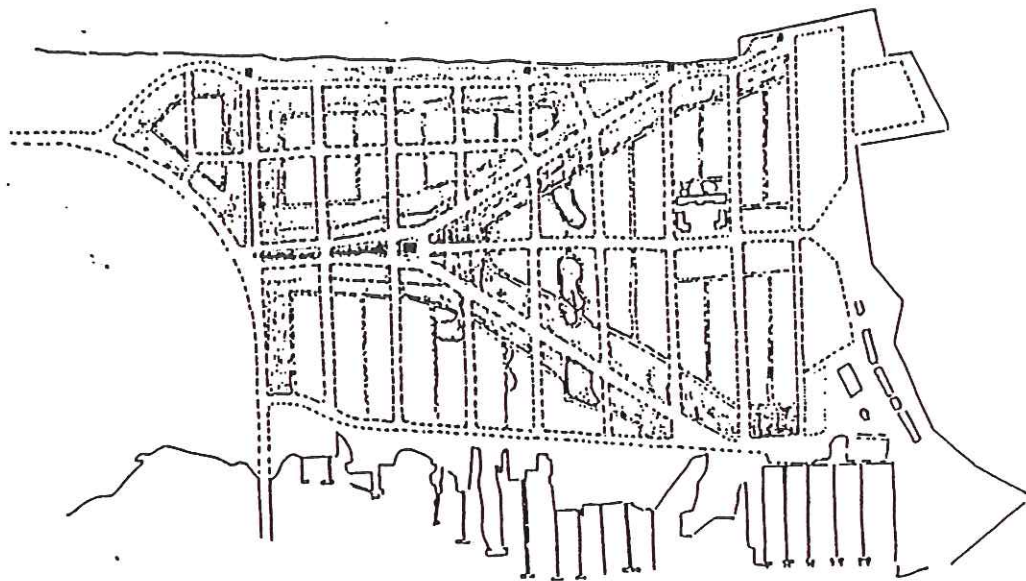
32.
NEIGHBORHOOD CENTER
STUDIES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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MASTER PLAN STUDIES

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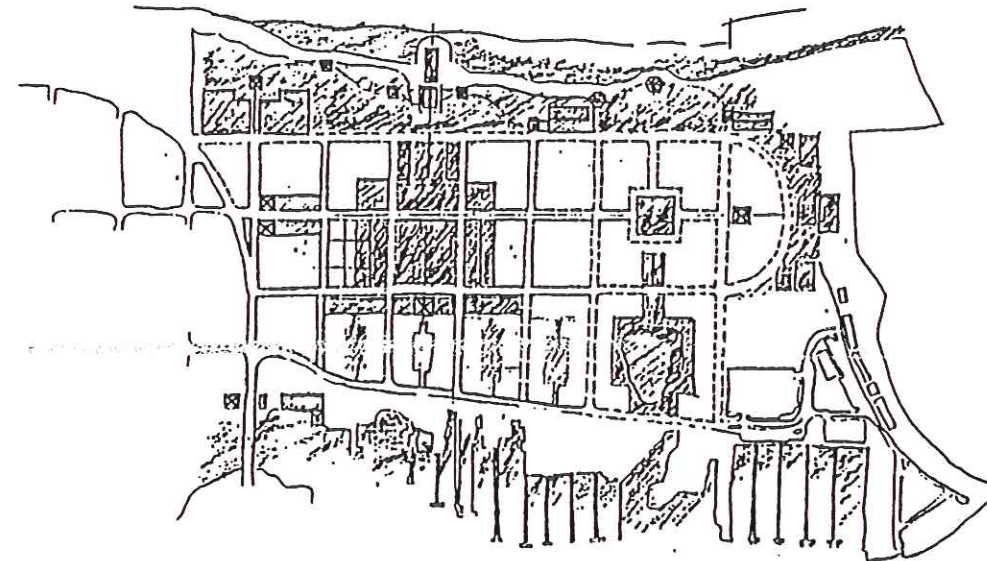
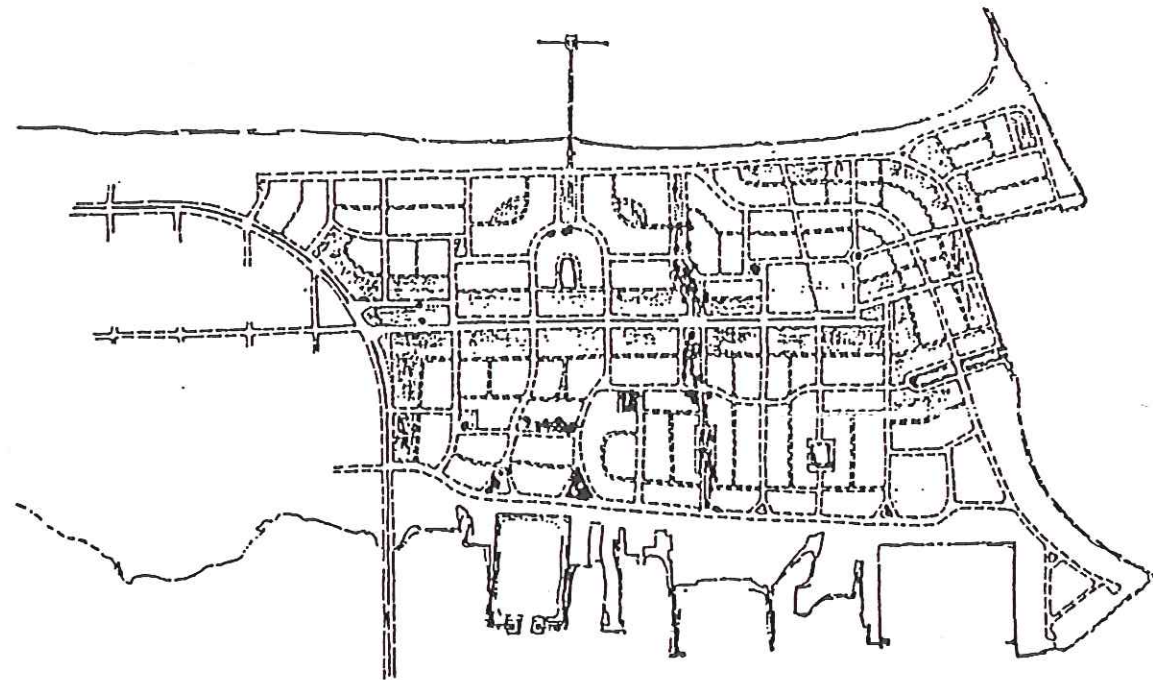
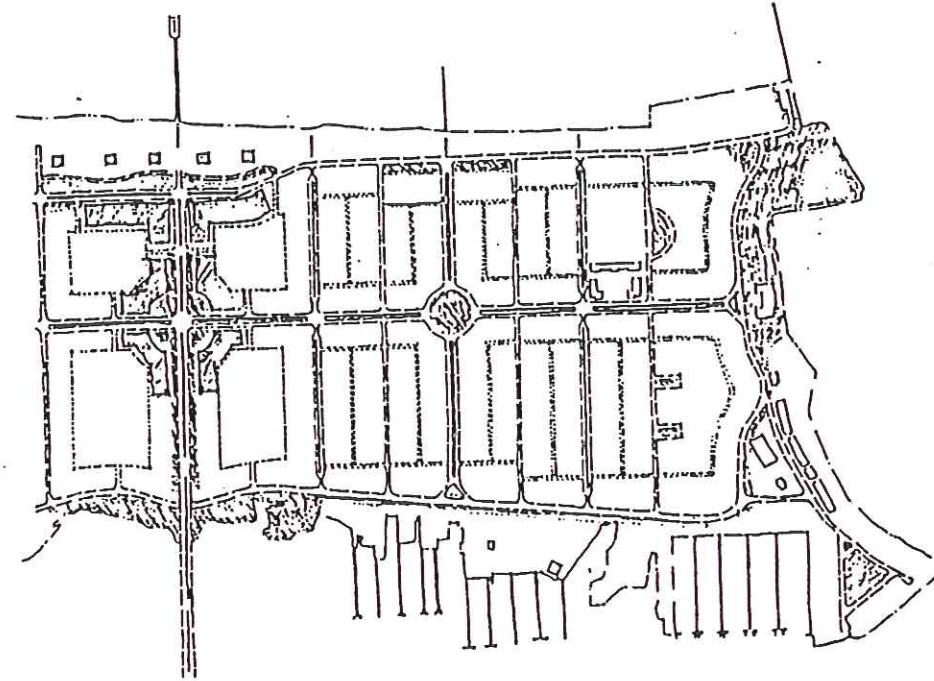
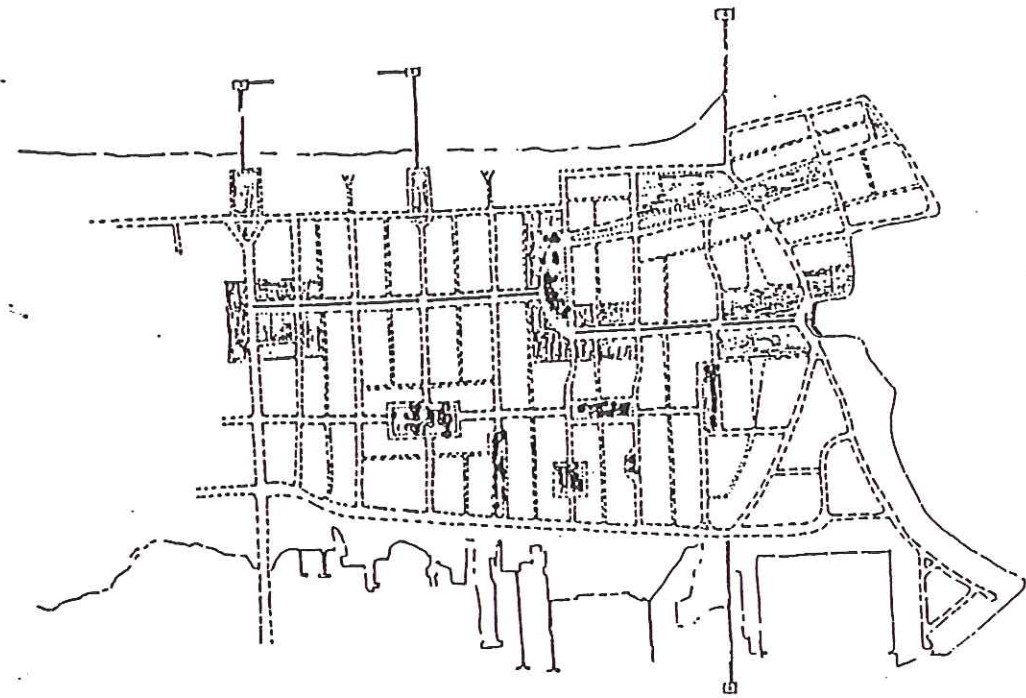
EAST OCEAN VIEW

NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
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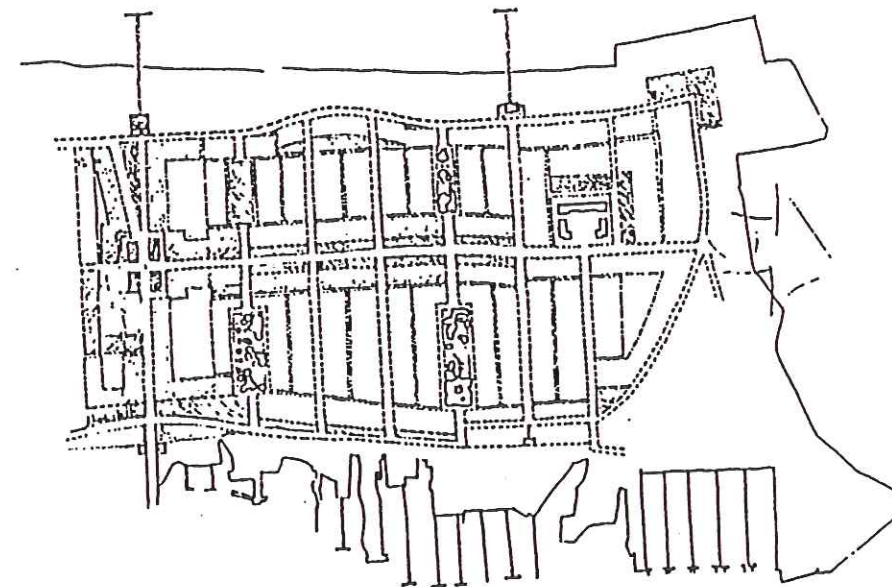
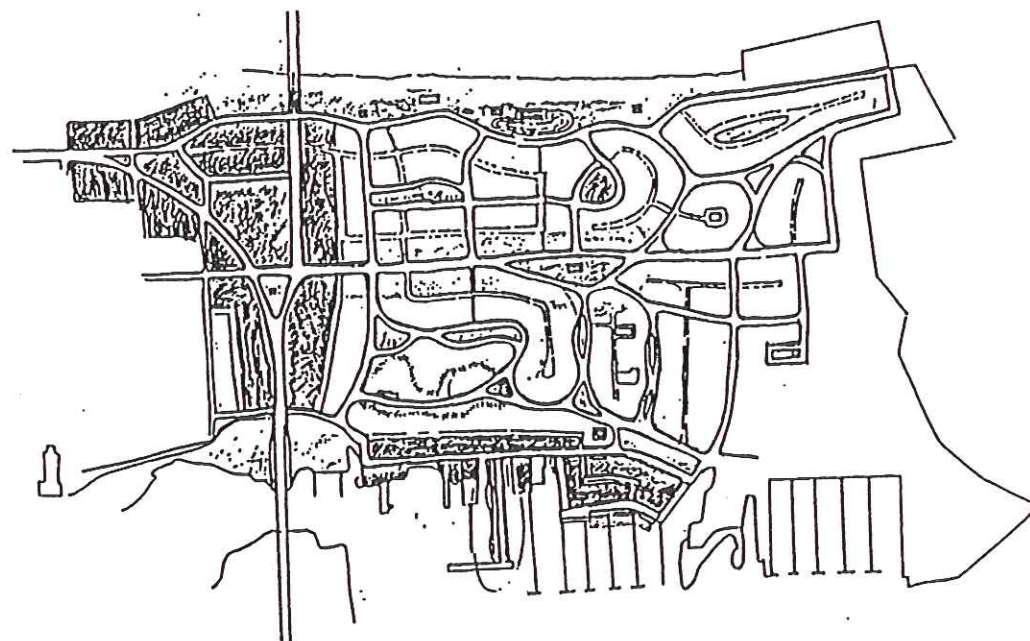
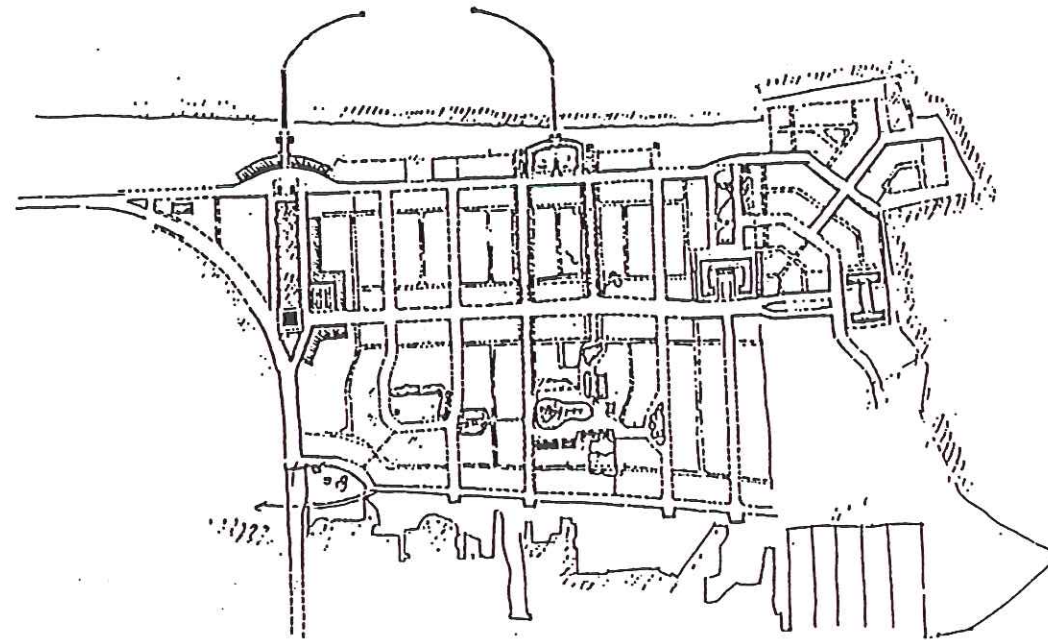
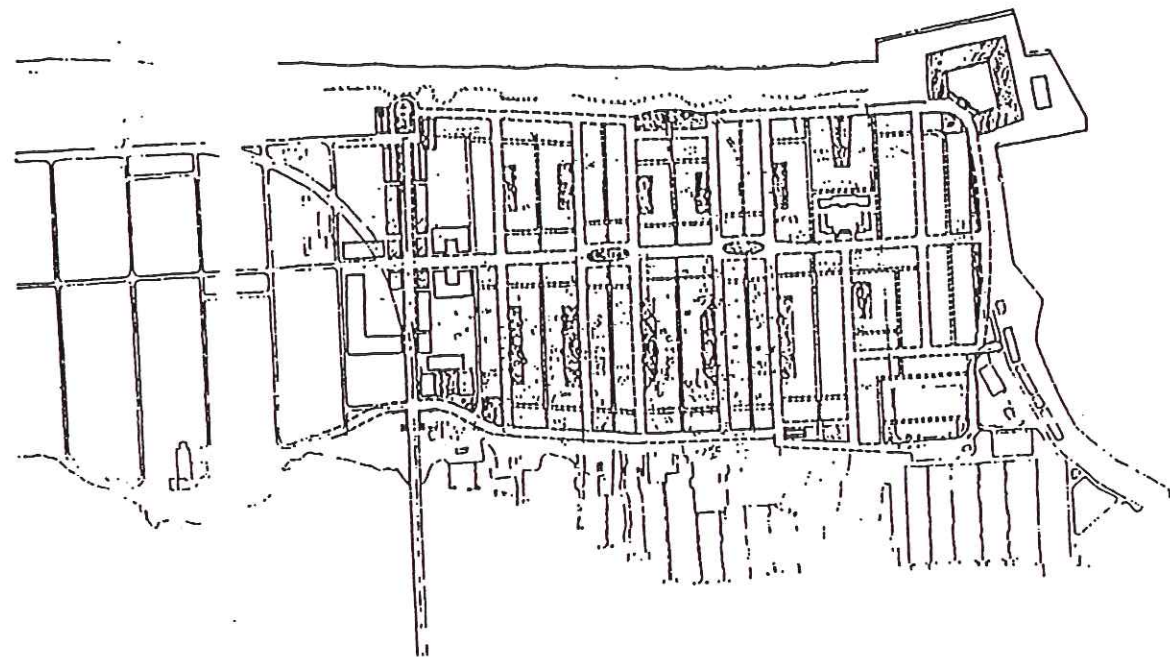
34.
MASTER PLAN STUDIES
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EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

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MASTER PLAN STUDIES

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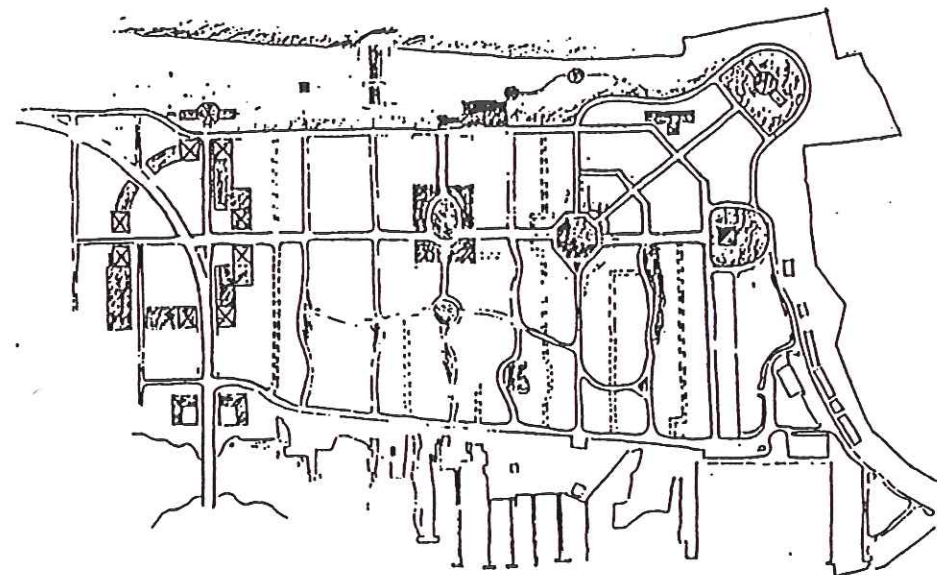
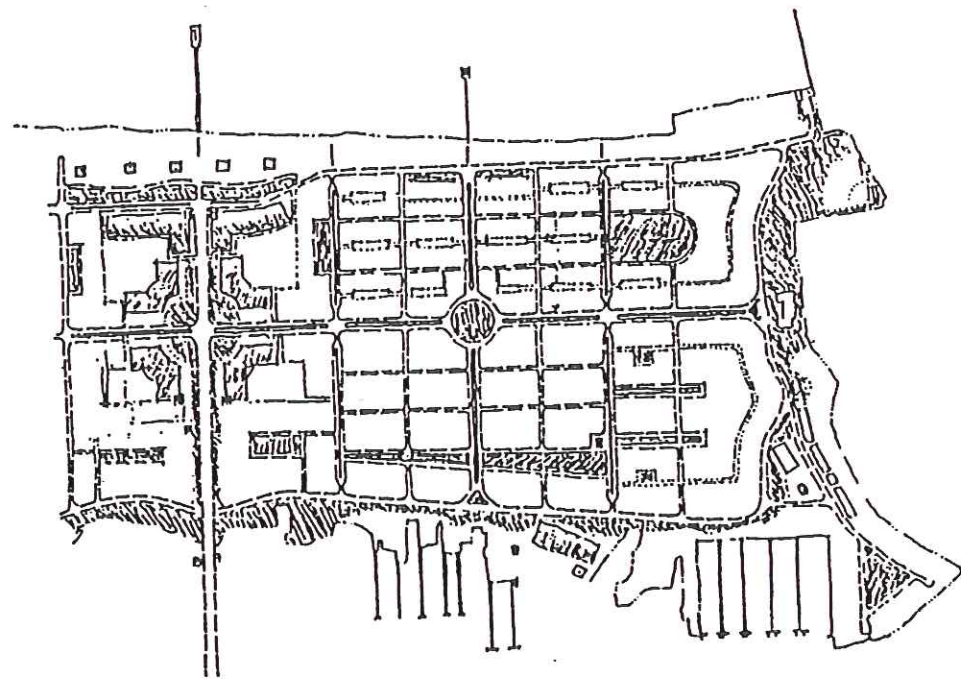
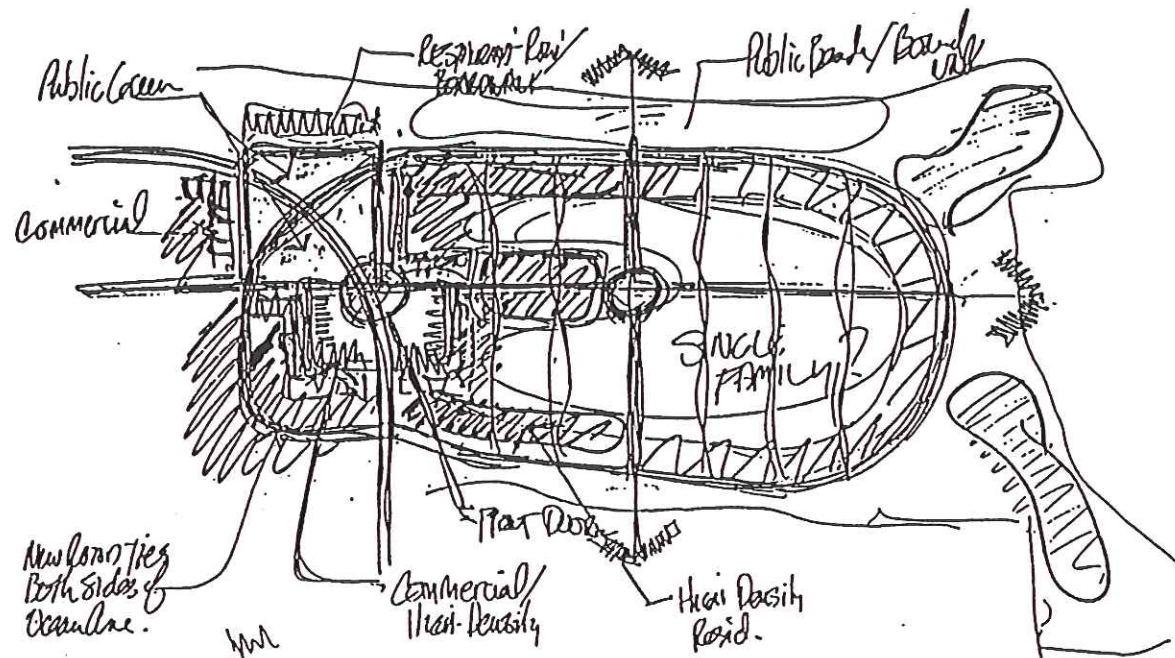
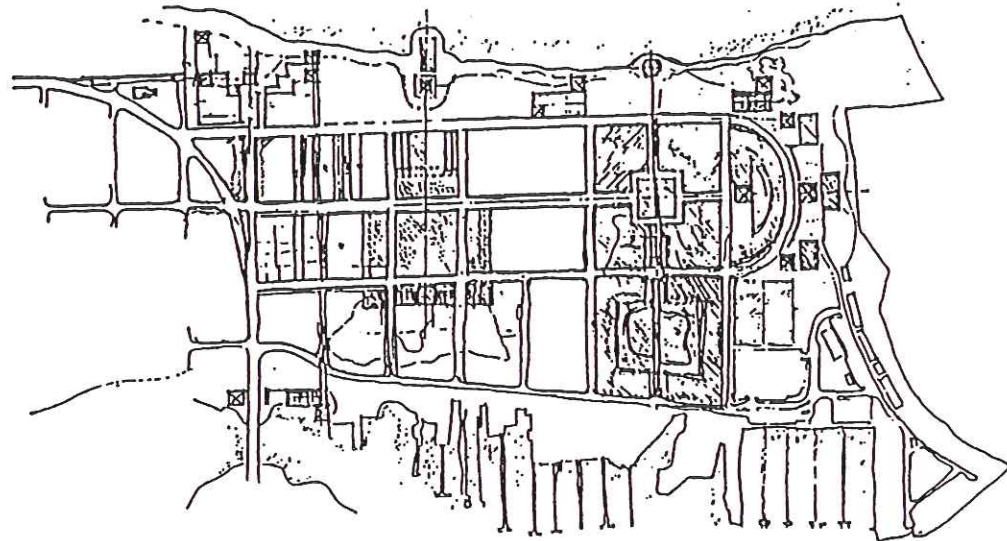
EAST OCEAN VIEW

NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

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MASTER PLAN STUDIES

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EAST OCEAN VIEW

NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ANDRES DUANY
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TOWN PLANNERS

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Table 1

Page 1 of 2

Selected Rental Communities
Norfolk and Virginia Beach, Virginia
November/December, 1994

Community (Location)	Number of Units	Percent of Total	Reported Monthly Rent	Current Vacancy Rate	Common Amenities
..... City of Norfolk					
Park Towne (off East Little Creek Road/Shore Drive)					Swimming Pool Playgrounds
1BR	80	22%	\$425	0 0.0%	
2BR	216	59%	\$480	0 0.0%	
3BR TH	73	20%	\$575	0 0.0%	
Total:	369	100%		0 0.0%	
Pinewood Gardens (Little Creek Road)					Swimming Pool Playgrounds
1BR	294	38%	\$408-\$427	0 0.0%	
2BR	411	54%	\$484-\$504	0 0.0%	
3BR	59	8%	\$565-\$585	0 0.0%	
Total:	764	100%		0 0.0%	
Southern Park (Old Ocean View Road)					Laundry Playground
Efficiency	3	2%	\$315	1 33.3%	
1BR	30	25%	\$399	0 0.0%	
2BR	76	63%	\$440	7 9.2%	
3BR	12	10%	\$535	0 0.0%	
Total:	121	100%		8 6.6%	
Bayview Terrace (Tidewater Drive)					Washer/Dryer Swimming Pool
1BR	30	28%	\$440	4 13.3%	
2BR	76	72%	\$500	1 1.3%	
Total:	106	100%		5 4.7%	
Royal Mace (Chesapeake Boulevard)					Laundry Room Swimming Pool Beauty Salon
1BR	48	39%	\$485-\$495	0 0.0%	
2BR	64	52%	\$530-\$542	0 0.0%	
3BR	12	10%	\$650-\$660	0 0.0%	
Total:	124	100%		0 0.0%	
Park Crescent (off Military Highway)					Clubhouse Swimming Pool Tennis Courts Tennis Courts
1BR	39	14%	\$615-\$670		
2BR	204	71%	\$705-\$775	{1}	
3BR	45	16%	\$830-\$890		
Total:	288	100%		20 10.0%	

{1} Community opened in 1992 and is still in lease-up period.

Table 1

Page 2 of 2

Selected Rental Communities
Norfolk and Virginia Beach, Virginia
November/December, 1994

Community (Location)	Number of Units	Percent of Total	Reported Monthly Rent	Current Vacancy Rate	Common Amenities
..... City of Norfolk (continued)					
Ghent on the Square (Westover Avenue)					Exercise Center Swimming Pool Tennis Court
1BR	9	8%	\$640-\$660	0 0.0%	
2BR	92	84%	\$730-\$775	4 4.3%	
3BR	9	8%	\$830-\$850	0 0.0%	
Total:	110	100%		4 3.6%	
Ghent Village (Westover Avenue)					Swimming Pool Tennis Courts
Efficiency	4	3%	\$570	0 0.0%	
1BR	24	17%	\$650	0 0.0%	
2BR	102	73%	\$765	3 2.9%	
3BR	10	7%	\$850	0 0.0%	
Total:	140	100%		3 2.1%	
..... City of Virginia Beach					
North Beach (Shore Drive)					Swimming Pool Washer/Dryer
1BR	56 {1}	33%	\$565	7 12.5%	
2BR	56 {1}	33%	\$600	2 3.6%	
2BR/2BA	56 {1}	33%	\$665	5 8.9%	
Total:	168	100%		14 8.3%	

{1} Unit mix is approximate.

SOURCE: Zimmerman Associates, Inc.

A1. MARKET ANALYSIS TABLES

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
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Table 2

Selected Attached Communities
Hampton Roads, Virginia
November/December, 1994

Community	Base Price	Reported Square Footage	Price Per Square Foot	Monthly Fee	Total Units	Total Sales *	1994 Closings**	1994 Average Closing Price
Developer/Builder (Date Opened)								
..... City of Virginia Beach								
River's Edge at Driftide (1) Flat/Townhouse The Breeden Company (9/94)	\$58,950- \$79,900	900-1,450	\$54-\$66	None	78 {1}	n.a.	16 (1.6)	\$72,040
Lesner Point Flat Dragas Companies (4/93)	\$147,900- \$280,000	1,530-2,000	\$97-\$140	\$85-\$110	96	65 (3.3)	31 (3.1)	\$188,866
..... City of Norfolk								
Tazewell Place Flat	\$74,000- \$230,000	570-2,400	\$96-\$130	\$52-\$210	43	Sold Out	-	-
Townhouse {1991}	\$219,000- \$315,000	2,043-2,743	\$107-\$115	None	20	9 (0.3)	1 (0.1)	-
..... City of Portsmouth								
Wimbledon Chase at RiverPointe Flat RiverPointe Associates (7/94)	\$57,990- \$72,500	820-1,288	\$56-\$61	\$80	160	6 (1.5)	0 †	-
The Lanterns at RiverPointe Townhouse Creative Group (5/94)	\$75,900- \$83,900	1,330-1,580	\$53-\$57	None	33	14 (2.3)	4 †	\$79,900

{1} Current phase.

† Community opened after January, 1994.

* Number in parentheses is reported average monthly sales since opening of community and includes deposits.

** Number in parentheses is average monthly closings in 1994.

SOURCE: Zimmerman Associates, Inc.

Table 3

Selected Single-Family Communities
Hampton Roads, Virginia
November/December, 1994

Community	Base Price	Reported Square Footage	Price Per Square Foot	Lot Size	Total Lots	Total Reported Sales *	1994 Closings**	1994 Average Closing Price
Developer/Builder (Date Opened)								
..... City of Virginia Beach								
The Arbors at Cape Henry (1) Dragas Homes (5/94)	\$161,000- \$179,000	1,807-2,381	\$75-\$89	-	95	17 (2.4)	1 †	\$172,153
..... City of Portsmouth								
The Cove at River Pointe C. Richard Dobson Builders, Inc. (10/94)	\$109,500- \$131,200	1,356-2,207	\$59-\$81	7,500 s.f.	43	2 (2.0)	0 †	-
..... City of Suffolk								
Harbour View at Burbage Lake Centex Homes (11/93)	\$92,500- \$115,900	1,372-2,174	\$53-\$67	7,000 s.f. to 3 acres	294	135 (11.3)	83 (8.3)	\$114,384
Castlewood at Burbage Grant Lawson Homes (9/94)	\$142,500- \$166,500	1,979-2,800	\$59-\$72	8,000- 21,000 s.f.	155 {2}	2 (0.7)	0 †	-
Castlewood at Burbage Grant Boyette & Co. (9/94)	\$142,000- \$175,000	2,200-3,000	\$58-\$65	7,500- 5 acres	155 {2}	6 (3.0)	0 †	\$165,000- \$220,000 (contract prices)

{1} Loose-linked detached condominiums.

{2} Total lots. Both developers are buying lots when they are developed.

† Community opened after January 1994.

* Number in parentheses is reported average monthly sales since opening of community and includes deposits.

** Number in parentheses is average monthly closings in 1994.

SOURCE: Zimmerman Associates, Inc.

A2.

MARKET ANALYSIS TABLES

EAST OCEAN VIEW

NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

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Table 4

Selected Single-Family Communities Lot Sales/Various Builders
Hampton Roads, Virginia
November/December, 1994

Community Developer	Lot Price Range	Lot Size	Total Lots	Total. Reported Lots Sold	1994 House Closings*	1994 Average (Approximate) Closing Price
..... Ocean View, City of Norfolk.....						
Pinewell-by-the-Bay NRHA	\$36,000- \$166,000	3,500 to 10,000 s.f.	66 {1}	43	13 (1.3)	\$225,000
Bay Oaks NRHA	\$30,500- \$90,000	5,000 to 7,500 s.f.	10	4	2 †	\$157,500
..... City of Norfolk.....						
Middle Towne Arch NRHA	\$22,500- \$23,000	4,500 to 9,000 s.f.	188	170	9 (0.9)	\$113,000
Lafayette Shores BNB Financial Partners	\$42,500- \$127,500	5,000 to 10,000 s.f.	134	79	16 (1.6)	\$385,000
..... City of Portsmouth.....						
The Pointe at RiverPointe RiverPointe Associates	\$38,500- \$135,000	10,000 to over 1 acre	40	4	0 †	—

{1} Single-family lots.
† Community opened after January 1994.
* Number in parentheses is average monthly closings in 1994.

SOURCE: Zimmerman Associates, Inc.

Table 5A

1994 Target Market Distribution
Of Households With the Potential to Move Within Norfolk City
Norfolk City, Virginia

Household Type/Geographic Area	Estimated Number	Potential	Percent
EMPTY NESTERS & RETIREES	10,170	850	29.0%
Metropolitan Suburbia	4,915	410	14.0%
Metropolitan Cities	3,950	310	10.6%
Small Cities/Edge Cities	1,305	130	4.4%
Town & Country/Exurbia	0	0	0.0%
FAMILIES	9,450	900	30.7%
Metropolitan Suburbia	0	0	0.0%
Metropolitan Cities	9,450	900	30.7%
Small Cities/Edge Cities	0	0	0.0%
Town & Country/Exurbia	0	0	0.0%
Agrarian/Rural	0	0	0.0%
YOUNGER SINGLES & COUPLES	10,115	1,180	40.3%
Metropolitan Suburbia	1,410	200	6.8%
Metropolitan Cities	8,705	980	33.4%
Small Cities/Edge Cities	0	0	0.0%
Agrarian/Rural	0	0	0.0%
Total:	29,735	2,930	100.0%
Total All Households:	85,360		
Target Market Households as a Share of Total Households:	34.8%		

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

A3.
MARKET ANALYSIS TABLES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
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Table 5B

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1994 Target Market Distribution
Of Households With the Potential to Move Within Norfolk City
Norfolk City, Virginia

	Est. No.	Est. Share	Potential
EMPTY NESTERS & RETIREES	10,170	34.2%	850
<i>Metropolitan Suburbia</i>			
The Social Register	540	1.8%	40
Nouveau Money	0	0.0%	0
Affluent Empty Nesters	665	2.2%	50
Post-War Suburban Pioneers	975	3.3%	80
Blue-Collar Button-Downs	2,080	7.0%	170
Comfortable Retirees	655	2.2%	70
Subtotal:	4,915	16.5%	410
<i>Metropolitan Cities</i>			
Urban Establishment	2,235	7.5%	160
Rowhouse Empty-Nesters	1,715	5.8%	150
Subtotal:	3,950	13.3%	310
<i>Small Cities/Edge Cities</i>			
Active Retirees	1,305	4.4%	130
Middle-Class Move-Downs	0	0.0%	0
Blue-Collar Retirees	0	0.0%	0
Subtotal:	1,305	4.4%	130
<i>Town & Country/Exurbia</i>			
Mainstream Retirees	0	0.0%	0
Subtotal:	0	0.0%	0

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

Table 5B

Page 2 of 3

1994 Target Market Distribution
Of Households With the Potential to Move Within Norfolk City
Norfolk City, Virginia

	Est. No.	Est. Share	Potential
FAMILIES	9,450	31.8%	900
<i>Metropolitan Suburbia</i>			
Full-Nest Suburbanites	0	0.0%	0
Kids 'r' Us	0	0.0%	0
Subtotal:	0	0.0%	0
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	735	2.5%	60
Ethnic Families	8,715	29.3%	840
Subtotal:	9,450	31.8%	900
<i>Small Cities/Edge Cities</i>			
Cosmopolitan Families	0	0.0%	0
Unibox Transferees	0	0.0%	0
Traditionalists	0	0.0%	0
Subtotal:	0	0.0%	0
<i>Town & Country/Exurbia</i>			
Landed Gentry	0	0.0%	0
Full-Nest Exurbanites	0	0.0%	0
Pillars of the Community	0	0.0%	0
Small-Town Families	0	0.0%	0
Young Homesteaders	0	0.0%	0
Mainstream Families	0	0.0%	0
Subtotal:	0	0.0%	0
<i>Agrarian/Rural</i>			
Heartland Families	0	0.0%	0
Farmhouse Families	0	0.0%	0
Rustic Families	0	0.0%	0
Subtotal:	0	0.0%	0

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

A4.

MARKET ANALYSIS TABLES

EAST OCEAN VIEW

NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
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Table 5B

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1994 Target Market Distribution
Of Households With the Potential to Move Within Norfolk City
Norfolk City, Virginia

	Est. No.	Est. Share	Potential
YOUNGER SINGLES & COUPLES	10,115	34.0%	1,180
<i>Metropolitan Suburbia</i>			
The VIPs	385	1.3%	50
Fast-Track Professionals	515	1.7%	70
Suburban Strivers	0	0.0%	0
Generation X	510	1.7%	80
Subtotal:	1,410	4.7%	200
<i>Metropolitan Cities</i>			
Urban Elite	0	0.0%	0
Yuppies & Eggheads	215	0.7%	20
New Bohemians	3,705	12.5%	470
Urban Strivers	4,785	16.1%	490
Subtotal:	8,705	29.3%	980
<i>Small Cities/Edge Cities</i>			
Twentysomethings	0	0.0%	0
Collegians	0	0.0%	0
Subtotal:	0	0.0%	0
<i>Agrarian/Rural</i>			
PC Pioneers	0	0.0%	0
Subtotal:	0	0.0%	0
Total:	29,735	100.0%	2,930
TOTAL ALL HOUSEHOLDS:	85,360		

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

Table 6A

1994 Target Market Distribution
Of Households With the Potential to Move to Norfolk City
Virginia Beach City, Virginia

Household Type/Geographic Area	Estimated Number	Potential	Percent
EMPTY NESTERS & RETIREES	17,285	300	11.5%
<i>Metropolitan Suburbia</i>	14,155	250	9.6%
<i>Metropolitan Cities</i>	1,495	20	0.8%
<i>Small Cities/Edge Cities</i>	1,635	30	1.1%
<i>Town & Country/Exurbia</i>	0	0	0.0%
FAMILIES	61,575	1,410	54.0%
<i>Metropolitan Suburbia</i>	33,845	850	32.6%
<i>Metropolitan Cities</i>	17,100	330	12.6%
<i>Small Cities/Edge Cities</i>	7,355	160	6.1%
<i>Town & Country/Exurbia</i>	1,595	30	1.1%
<i>Agrarian/Rural</i>	1,680	40	1.5%
YOUNGER SINGLES & COUPLES	31,170	900	34.5%
<i>Metropolitan Suburbia</i>	21,100	630	24.1%
<i>Metropolitan Cities</i>	4,315	100	3.8%
<i>Small Cities/Edge Cities</i>	5,755	170	6.5%
<i>Agrarian/Rural</i>	0	0	0.0%
Total:	110,030	2,610	100.0%
Total All Households:	151,600		
Target Market Households as a Share of Total Households:	72.6%		

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

A5.
MARKET ANALYSIS TABLES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
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Table 6B

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1994 Target Market Distribution
Of Households With the Potential to Move to Norfolk City
Virginia Beach City, Virginia

	<u>Est. No.</u>	<u>Est. Share</u>	<u>Potential</u>
EMPTY NESTERS & RETIREES	17,285	15.7%	300
<i>Metropolitan Suburbia</i>			
The Social Register	1,365	1.2%	20
Nouveau Money	2,230	2.0%	40
Affluent Empty Nesters	4,320	3.9%	70
Post-War Suburban Pioneers	5,230	4.8%	100
Blue-Collar Button-Downs	1,010	0.9%	20
Comfortable Retirees	0	0.0%	0
<i>Subtotal:</i>	14,155	12.9%	250
<i>Metropolitan Cities</i>			
Urban Establishment	1,495	1.4%	20
Rowhouse Empty-Nesters	0	0.0%	0
<i>Subtotal:</i>	1,495	1.4%	20
<i>Small Cities/Edge Cities</i>			
Active Retirees	1,150	1.0%	20
Middle-Class Move-Downs	485	0.4%	10
Blue-Collar Retirees	0	0.0%	0
<i>Subtotal:</i>	1,635	1.5%	30
<i>Town & Country/Exurbia</i>			
Mainstream Retirees	0	0.0%	0
<i>Subtotal:</i>	0	0.0%	0

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

Table 6B

Page 2 of 3

1994 Target Market Distribution
Of Households With the Potential to Move to Norfolk City
Virginia Beach City, Virginia

	<u>Est. No.</u>	<u>Est. Share</u>	<u>Potential</u>
FAMILIES	61,575	56.0%	1,410
<i>Metropolitan Suburbia</i>			
Full-Nest Suburbanites	11,510	10.5%	260
Kids 'r Us	22,335	20.3%	590
<i>Subtotal:</i>	33,845	30.8%	850
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	7,300	6.6%	130
Ethnic Families	9,800	8.9%	200
<i>Subtotal:</i>	17,100	15.5%	330
<i>Small Cities/Edge Cities</i>			
Cosmopolitan Families	3,920	3.6%	70
Unibox Transferees	2,575	2.3%	70
Traditionalists	860	0.8%	20
<i>Subtotal:</i>	7,355	6.7%	160
<i>Town & Country/Exurbia</i>			
Landed Gentry	100	0.1%	0
Full-Nest Exurbanites	540	0.5%	10
Pillars of the Community	0	0.0%	0
Small-Town Families	955	0.9%	20
Young Homesteaders	0	0.0%	0
Mainstream Families	0	0.0%	0
<i>Subtotal:</i>	1,595	1.4%	30
<i>Agrarian/Rural</i>			
Heartland Families	1,295	1.2%	30
Farmhouse Families	385	0.3%	10
Rustic Families	0	0.0%	0
<i>Subtotal:</i>	1,680	1.5%	40

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

A6. MARKET ANALYSIS TABLES

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ZIMMERMAN ASSOCIATES
RESEARCH AND STRATEGIC ANALYSIS

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
TOWN PLANNERS

CHARRETTE DATE: DECEMBER 12, 1994
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1994 Target Market Distribution
Of Households With the Potential to Move to Norfolk City
Virginia Beach City, Virginia

	<u>Est. No.</u>	<u>Est. Share</u>	<u>Potential</u>
YOUNGER SINGLES & COUPLES	31,170	28.3%	900
<i>Metropolitan Suburbia</i>			
The VIPs	1,780	1.6%	50
Fast-Track Professionals	4,730	4.3%	140
Suburban Strivers	5,995	5.4%	160
Generation X	8,595	7.8%	280
Subtotal:	21,100	19.2%	630
<i>Metropolitan Cities</i>			
Urban Elite	0	0.0%	0
Yuppies & Eggheads	305	0.3%	10
New Bohemians	0	0.0%	0
Urban Strivers	4,010	3.6%	90
Subtotal:	4,315	3.9%	100
<i>Small Cities/Edge Cities</i>			
Twentysomethings	5,755	5.2%	170
Collegians	0	0.0%	0
Subtotal:	5,755	5.2%	170
<i>Agrarian/Rural</i>			
PC Pioneers	0	0.0%	0
Subtotal:	0	0.0%	0
Total:	110,030	100.0%	2,610
TOTAL ALL HOUSEHOLDS:	151,600		

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

Table 7A

1994 Target Market Distribution
Of Households With the Potential to Move to Norfolk City
Chesapeake City, Virginia

<u>Household Type/Geographic Area</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Percent</u>
EMPTY NESTERS & RETIREES	8,860	120	16.0%
<i>Metropolitan Suburbia</i>	8,860	120	16.0%
Metropolitan Cities	0	0	0.0%
Small Cities/Edge Cities	0	0	0.0%
Town & Country/Exurbia	0	0	0.0%
FAMILIES	25,075	430	57.3%
<i>Metropolitan Suburbia</i>	10,700	190	25.3%
Metropolitan Cities	0	0	0.0%
Small Cities/Edge Cities	0	0	0.0%
Town & Country/Exurbia	12,240	210	28.0%
Agrarian/Rural	2,135	30	4.0%
YOUNGER SINGLES & COUPLES	9,330	200	26.7%
<i>Metropolitan Suburbia</i>	9,330	200	26.7%
Metropolitan Cities	0	0	0.0%
Small Cities/Edge Cities	0	0	0.0%
Agrarian/Rural	0	0	0.0%
Total:	43,265	750	100.0%
Total All Households:	61,150		
Target Market Households as a Share of Total Households:	70.8%		

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

A7. MARKET ANALYSIS TABLES

EAST OCEAN VIEW NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

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Table7B

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1994 Target Market Distribution
Of Households With the Potential to Move to Norfolk City
Chesapeake City, Virginia

	<u>Est. No.</u>	<u>Est. Share</u>	<u>Potential</u>
EMPTY NESTERS & RETIREES	8,860	20.5%	120
<i>Metropolitan Suburbia</i>			
The Social Register	0	0.0%	0
Nouveau Money	0	0.0%	0
Affluent Empty Nesters	510	1.2%	10
Post-War Suburban Pioneers	1,320	3.1%	20
Blue-Collar Button-Downs	6,835	15.8%	90
Comfortable Retirees	195	0.5%	0
<i>Subtotal:</i>	8,860	20.5%	120
<i>Metropolitan Cities</i>			
Urban Establishment	0	0.0%	0
Rowhouse Empty-Nesters	0	0.0%	0
<i>Subtotal:</i>	0	0.0%	0
<i>Small Cities/Edge Cities</i>			
Active Retirees	0	0.0%	0
Middle-Class Move-Downs	0	0.0%	0
Blue-Collar Retirees	0	0.0%	0
<i>Subtotal:</i>	0	0.0%	0
<i>Town & Country/Exurbia</i>			
Mainstream Retirees	0	0.0%	0
<i>Subtotal:</i>	0	0.0%	0

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

Table7B

Page 2 of 3

1994 Target Market Distribution
Of Households With the Potential to Move to Norfolk City
Chesapeake City, Virginia

	<u>Est. No.</u>	<u>Est. Share</u>	<u>Potential</u>
FAMILIES	25,075	58.0%	430
<i>Metropolitan Suburbia</i>			
Full-Nest Suburbanites	6,095	14.1%	100
Kids 'r' Us	4,605	10.6%	90
<i>Subtotal:</i>	10,700	24.7%	190
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0.0%	0
Ethnic Families	0	0.0%	0
<i>Subtotal:</i>	0	0.0%	0
<i>Small Cities/Edge Cities</i>			
Cosmopolitan Families	0	0.0%	0
Unibox Transferees	0	0.0%	0
Traditionalists	0	0.0%	0
<i>Subtotal:</i>	0	0.0%	0
<i>Town & Country/Exurbia</i>			
Landed Gentry	0	0.0%	0
Full-Nest Exurbanites	9,170	21.2%	150
Pillars of the Community	0	0.0%	0
Small-Town Families	2,085	4.8%	40
Young Homesteaders	0	0.0%	0
Mainstream Families	985	2.3%	20
<i>Subtotal:</i>	12,240	28.3%	210
<i>Agrarian/Rural</i>			
Heartland Families	2,135	4.9%	30
Farmhouse Families	0	0.0%	0
Rustic Families	0	0.0%	0
<i>Subtotal:</i>	2,135	4.9%	30

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

A8.
MARKET ANALYSIS TABLES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ZIMMERMAN ASSOCIATES
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Table 7B

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1994 Target Market Distribution
Of Households With the Potential to Move to Norfolk City
Chesapeake City, Virginia

	Est. No.	Est. Share	Potential
YOUNGER SINGLES & COUPLES	9,330	21.6%	200
<i>Metropolitan Suburbia</i>			
The VIPs	1,175	2.7%	20
Fast-Track Professionals	0	0.0%	0
Suburban Strivers	5,065	11.7%	100
Generation X	3,090	7.1%	80
Subtotal:	9,330	21.6%	200
<i>Metropolitan Cities</i>			
Urban Elite	0	0.0%	0
Yuppies & Eggheads	0	0.0%	0
New Bohemians	0	0.0%	0
Urban Strivers	0	0.0%	0
Subtotal:	0	0.0%	0
<i>Small Cities/Edge Cities</i>			
Twentysomethings	0	0.0%	0
Collegians	0	0.0%	0
Subtotal:	0	0.0%	0
<i>Agrarian/Rural</i>			
PC Pioneers	0	0.0%	0
Subtotal:	0	0.0%	0
Total:	43,265	100.0%	750
TOTAL ALL HOUSEHOLDS:	61,150		

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

Table 8A

Summary: Tables 5A through 7A
Target Market Distribution
Of Households With the Potential to Move within/to Norfolk City
Norfolk, Virginia Beach, and Chesapeake Cities, Virginia

Household Type/Geographic Area	Norfolk	Virginia Beach	Chesapeake	Total
EMPTY NESTERS & RETIREES	850	300	120	1,270
<i>Metropolitan Suburbia</i>	410	250	120	780
<i>Metropolitan Cities</i>	310	20	0	330
<i>Small Cities/Edge Cities</i>	130	30	0	160
<i>Town & Country/Exurbia</i>	0	0	0	0
FAMILIES	900	1,410	430	2,740
<i>Metropolitan Suburbia</i>	0	850	190	1,040
<i>Metropolitan Cities</i>	900	330	0	1,230
<i>Small Cities/Edge Cities</i>	0	160	0	160
<i>Town & Country/Exurbia</i>	0	30	210	240
<i>Agrarian/Rural</i>	0	40	30	70
YOUNGER SINGLES & COUPLES	1,180	900	200	2,280
<i>Metropolitan Suburbia</i>	200	630	200	1,030
<i>Metropolitan Cities</i>	980	100	0	1,080
<i>Small Cities/Edge Cities</i>	0	170	0	170
<i>Agrarian/Rural</i>	0	0	0	0
Total:	2,930	2,610	750	6,290

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

A9.
MARKET ANALYSIS TABLES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ZIMMERMAN ASSOCIATES
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ANDRES DUANY
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Table 8B

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Summary: Tables 5B through 7B
Target Market Distribution
Of Households With the Potential to Move within/to Norfolk City
Norfolk, Virginia Beach, and Chesapeake Cities, Virginia

	Norfolk	Virginia Beach	Chesapeake	Total
EMPTY NESTERS & RETIREES	850	300	120	1,270
<i>Metropolitan Suburbia</i>				
The Social Register	40	20	0	60
Nouveau Money	0	40	0	40
Affluent Empty Nesters	50	70	10	130
Post-War Suburban Pioneers	80	100	20	200
Blue-Collar Button-Downs	170	20	90	280
Comfortable Retirees	70	0	0	70
<i>Subtotal:</i>	410	250	120	780
<i>Metropolitan Cities</i>				
Urban Establishment	160	20	0	180
Rowhouse Empty-Nesters	150	0	0	150
<i>Subtotal:</i>	310	20	0	330
<i>Small Cities/Edge Cities</i>				
Active Retirees	130	20	0	150
Middle-Class Move-Downs	0	10	0	10
Blue-Collar Retirees	0	0	0	0
<i>Subtotal:</i>	130	30	0	160
<i>Town & Country/Exurbia</i>				
Mainstream Retirees	0	0	0	0
<i>Subtotal:</i>	0	0	0	0

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

Table 8B

Page 2 of 3

Summary: Tables 5B through 7B
Target Market Distribution
Of Households With the Potential to Move within/to Norfolk City
Norfolk, Virginia Beach, and Chesapeake Cities, Virginia

	Norfolk	Virginia Beach	Chesapeake	Total
FAMILIES	900	1,410	430	2,740
<i>Metropolitan Suburbia</i>				
Full-Nest Suburbanites	0	260	100	360
Kids 'R' Us	0	590	90	680
<i>Subtotal:</i>	0	850	190	1,040
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	60	130	0	190
Ethnic Families	840	200	0	1,040
<i>Subtotal:</i>	900	330	0	1,230
<i>Small Cities/Edge Cities</i>				
Cosmopolitan Families	0	70	0	70
Unibox Transferees	0	70	0	70
Traditionalists	0	20	0	20
<i>Subtotal:</i>	0	160	0	160
<i>Town & Country/Exurbia</i>				
Landed Gentry	0	0	0	0
Full-Nest Exurbanites	0	10	150	160
Pillars of the Community	0	0	0	0
Small-Town Families	0	20	40	60
Young Homesteaders	0	0	0	0
Mainstream Families	0	0	20	20
<i>Subtotal:</i>	0	30	210	240
<i>Agrarian/Rural</i>				
Heartland Families	0	30	30	60
Farmhouse Families	0	10	0	10
Rustic Families	0	0	0	0
<i>Subtotal:</i>	0	40	30	70

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

A10.
MARKET ANALYSIS TABLES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
HOUSING AUTHORITY

ZIMMERMAN ASSOCIATES
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Table 8B

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Summary: Tables 5B through 7B
Target Market Distribution
Of Households With the Potential to Move within/to Norfolk City
Norfolk, Virginia Beach, and Chesapeake Cities, Virginia

	Norfolk	Virginia Beach	Chesapeake	Total
YOUNGER SINGLES & COUPLES	1,180	900	200	2,280
<i>Metropolitan Suburbia</i>				
The VIPs	50	50	20	120
Fast-Track Professionals	70	140	0	210
Suburban Strivers	0	160	100	260
Generation X	80	280	80	440
Subtotal:	200	630	200	1,030
<i>Metropolitan Cities</i>				
Urban Elite	0	0	0	0
Yuppies & Eggheads	20	10	0	30
New Bohemians	470	0	0	470
Urban Strivers	490	90	0	580
Subtotal:	980	100	0	1,080
<i>Small Cities/Edge Cities</i>				
Twentysomethings	0	170	0	170
Collegians	0	0	0	0
Subtotal:	0	170	0	170
<i>Agrarian/Rural</i>				
PC Pioneers	0	0	0	0
Subtotal:	0	0	0	0
Total:	2,930	2,610	750	6,290

SOURCE: Claritas, Inc.;
 Zimmerman Associates, Inc.

Table 9

1994 Target Market Distribution
Households With the Potential to Move to East Ocean View
Norfolk, Virginia Beach, and Chesapeake Cities, Virginia

	Norfolk	Virginia Beach	Chesapeake	Total
EMPTY NESTERS & RETIREES	680	210	120	1,010
<i>Metropolitan Suburbia</i>				
Affluent Empty Nesters	50	70	10	130
Post-War Suburban Pioneers	80	100	20	200
Blue-Collar Button-Downs	170	20	90	280
Comfortable Retirees	70	0	0	70
Subtotal:	370	190	120	680
<i>Metropolitan Cities</i>				
Urban Establishment	160	20	0	180
Rowhouse Empty-Nesters	150	0	0	150
Subtotal:	310	20	0	330
FAMILIES	60	390	100	550
<i>Metropolitan Suburbia</i>				
Full-Nest Suburbanites	0	260	100	360
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	60	130	0	190
YOUNGER SINGLES & COUPLES	1,080	440	120	1,640
<i>Metropolitan Suburbia</i>				
The VIPs	50	50	20	120
Fast-Track Professionals	70	140	0	210
Suburban Strivers	0	160	100	260
Subtotal:	120	350	120	590
<i>Metropolitan Cities</i>				
New Bohemians	470	0	0	470
Urban Strivers	490	90	0	580
Subtotal:	960	90	0	1,050
Total (All):	1,820	1,040	340	3,200

SOURCE: Claritas, Inc.;
 Zimmerman Associates, Inc.

A11.
MARKET ANALYSIS TABLES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

**NORFOLK REDEVELOPMENT AND
 HOUSING AUTHORITY**

ZIMMERMAN ASSOCIATES
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Household Estimates
Households With the Potential to Move to East Ocean View
By Renter/Buyer Profiles
Norfolk, Virginia Beach, and Chesapeake Cities, Virginia
1994

	----- Rental -----		----- Ownership -----				
	Below Median	Above Median	Entry-Level	First-Time Move-Up	Move-Up/ Lateral	Move-Down	Total
EMPTY NESTERS & RETIREES							
<i>Metropolitan Suburbia</i>							
Affluent Empty Nesters	0	20	0	0	70	40	130
Post-War Suburban Pioneers	10	40	0	40	50	60	200
Blue-Collar Button-Downs	20	50	0	60	70	80	280
Comfortable Retirees	10	20	0	0	20	20	70
Subtotal:	40	130	0	100	210	200	680
<i>Metropolitan Cities</i>							
Urban Establishment	0	40	0	0	80	60	180
Rowhouse Empty Nesters	30	50	0	20	20	30	150
Subtotal:	30	90	0	20	100	90	330
Total:	70	220	0	120	310	290	1,010
(Empty Nesters and Retirees)							
Percent:	6.9%	21.8%	0.0%	11.9%	30.7%	28.7%	100.0%

FAMILIES

<i>Metropolitan Suburbia</i>							
Full-Nest Suburbanites	10	50	40	110	100	50	360
<i>Metropolitan Cities</i>							
Full-Nest Urbanites	10	40	10	40	50	40	190
Total:	20	90	50	150	150	90	550
<i>(Families)</i>							
Percent:	3.6%	16.4%	9.1%	27.3%	27.3%	16.4%	100.0%

SOURCE: Claritas, Inc.;
 Zimmerman Associates, Inc.

A12.
MARKET ANALYSIS TABLES

EAST OCEAN VIEW
 NORFOLK, VIRGINIA

**NORFOLK REDEVELOPMENT AND
 HOUSING AUTHORITY**

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Household Estimates
Households With the Potential to Move to East Ocean View
By Renter/Buyer Profiles
Norfolk, Virginia Beach, and Chesapeake Cities, Virginia
1994

YOUNGER SINGLES & COUPLES	----- Rental -----		----- Ownership -----				Total
	Below Median	Above Median	Entry-Level	First-Time Move-Up	Move-Up/ Lateral	Move-Down	
<i>Metropolitan Suburbs</i>							
The VIPs	10	30	10	30	40	10	120
Fast-Track Professionals	30	80	30	30	50	20	210
Suburban Strivers	20	100	40	50	30	20	260
<i>Subtotal:</i>	60	210	80	110	120	50	590
<i>Metropolitan Cities</i>							
New Bohemians	150	200	40	40	20	20	470
Urban Strivers	110	180	70	90	60	70	580
<i>Subtotal:</i>	260	380	110	130	80	90	1,050
<i>Total:</i>	320	590	190	240	200	140	1,640
<i>(Younger Singles and Couples)</i>							
Percent:	19.5%	36.0%	11.6%	14.6%	12.2%	8.5%	100.0%
 <i>Total (All):</i>	 410	 900	 240	 510	 660	 520	 3,200
<i>Percent:</i>	12.8%	28.1%	7.5%	15.9%	20.6%	16.3%	100.0%

SOURCE: Claritas, Inc.;
 Zimmerman Associates, Inc.

A13.
MARKET ANALYSIS TABLES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

**NORFOLK REDEVELOPMENT AND
 HOUSING AUTHORITY**

ZIMMERMAN ASSOCIATES
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Table 11

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Household Estimates
New Unit Purchase Propensity
Households with the Potential to Move to East Ocean View
 Distributed by Target Groups and Product Type
 Norfolk, Virginia Beach, and Chesapeake Cities, Virginia
 1994

	Flats	Townhouses/ Duplexes	----- Detached ----- Lower-End	Mid-Range	High-End	Total
EMPTY NESTERS AND RETIREES						
<i>Metropolitan Suburbs</i>						
Affluent Empty Nesters	10	10	20	40	30	110
Post-War Suburban Pioneers	20	20	55	60	20	175
Blue-Collar Button-Downs	20	30	135	50	10	245
Comfortable Retirees	10	10	25	10	0	55
<i>Subtotal:</i>	60	70	235	160	60	585
<i>Metropolitan Cities</i>						
Urban Establishment	10	20	10	40	60	140
Rowhouse Empty Nesters	30	40	20	10	10	110
<i>Subtotal:</i>	40	60	30	50	70	250
<i>Total:</i>	100	130	265	210	130	835
<i>(Empty Nesters and Retirees)</i>						
Percent:	12.0%	15.6%	31.7%	25.1%	15.6%	100.0%

FAMILIES

<i>Metropolitan Suburbs</i>						
Full-Nest Suburbanites	20	20	70	150	70	330
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	10	20	45	60	30	165
<i>Total:</i>	30	40	115	210	100	495
<i>(Families)</i>						
Percent:	6.1%	8.1%	23.2%	42.4%	20.2%	100.0%

SOURCE: Claritas, Inc.;
 Zimmerman Associates, Inc.

Table 11

Page 2 of 2

Household Estimates
New Unit Purchase Propensity
Households with the Potential to Move to East Ocean View
 Distributed by Target Groups and Product Type
 Norfolk, Virginia Beach, and Chesapeake Cities, Virginia
 1994

	Flats	Townhouses/ Duplexes	----- Detached ----- Lower-End	Mid-Range	High-End	Total
YOUNGER SINGLES AND COUPLES						
<i>Metropolitan Suburbs</i>						
The VIPs	20	20	10	30	30	110
Fast-Track Professionals	50	30	25	30	20	155
Suburban Strivers	50	40	60	40	10	200
<i>Subtotal:</i>	120	90	95	100	60	465
<i>Metropolitan Cities</i>						
New Bohemians	170	70	15	20	20	295
Urban Strivers	120	110	75	70	60	435
<i>Subtotal:</i>	290	180	90	90	80	730
<i>Total:</i>	410	270	185	190	140	1,195
<i>(Younger Singles and Couples)</i>						
Percent:	34.3%	22.6%	15.5%	15.9%	11.7%	100.0%

<i>Total (All):</i>	540	440	565	610	370	2,525
<i>Percent:</i>	21.4%	17.4%	22.4%	24.2%	14.7%	100.0%

SOURCE: Claritas, Inc.;
 Zimmerman Associates, Inc.

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MARKET ANALYSIS TABLES

EAST OCEAN VIEW

NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
 HOUSING AUTHORITY

ZIMMERMAN ASSOCIATES
 RESEARCH AND STRATEGIC ANALYSIS

ANDRES DUANY
 ELIZABETH PLATER-ZYBERK
 TOWN PLANNERS

CHARRETTE DATE: DECEMBER 12, 1994
 REVISED: JANUARY 24, 1995
 REVISED: MAY 31, 1995
 REVISED: OCTOBER 3, 1995
 REVISED: NOVEMBER 16, 1995

Table 12

Market Entry Base Price and Size Ranges
East Ocean View Redevelopment Area
Norfolk City, Virginia
- 1994 -

Lot Size	Product Type	Lot Price Range	Base Price Range	Size Range	\$/sf Range	Base Price Range w/ Options	\$/sf Range w/ Options	Average Monthly Absorption
na	Rental Apts	na 1 BR, 2BR, 3BR	\$650 to \$950 per month	900 to 1,400	\$0.72 to \$0.68			6 to 8
na	Condominium Apts	na 2BR, 3BR	\$70,000 to \$95,000	1,100 to 1,400	\$64 to \$68	\$73,500 to \$99,750	\$67 to \$71	2 to 4
na	TH/Duplex	na	\$100,000 to \$130,000	1,300 to 1,700	\$77 to \$76	\$105,000 to \$136,500	\$81 to \$80	1.5 to 3
na	Luxury TH/Duplex (Master Down)	na	\$175,000 to \$225,000	1,800 to 2,350	\$97 to \$96	\$188,125 to \$241,875	\$105 to \$103	1 to 2
4,000 sf to 6,000 sf	Cottage SFD	\$40,000 to \$60,000	\$135,000 to \$170,000	1,400 to 1,850	\$96 to \$92	\$145,125 to \$182,750	\$104 to \$99	2 to 4
5,000 sf to 7,500 sf	Mid-Range SFD	\$50,000 to \$110,000	\$165,000 to \$250,000	1,600 to 2,300	\$103 to \$109	\$181,500 to \$275,000	\$113 to \$120	1 to 2
4,000 sf (water) 10,000 sf (interior)	High-End SFD	\$100,000 to \$175,000	\$265,000 + Custom	2,000 + Custom	\$133 + (\$350,000 Average)	\$304,750 +	\$152 +	0.5 to 1

SOURCE: Zimmerman Associates, Inc.

Table 13

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Summary
Retail Trade (Establishments and Sales)
Norfolk City, Virginia

	Number	Estimated Sales (In Thousands)
ALL RETAIL STORES	1,758	\$2,291,500
Home and Garden	79	\$144,300
Lumber and Other Building Materials	31	\$82,800
Paint, Glass, and Wallpaper	26	\$38,000
Hardware Stores	10	\$7,000
Nurseries and Garden Supplies	10	\$15,600
Mobile Home Dealers	2	\$900
General Merchandise	33	\$128,900
Department Stores	26	\$126,500
Variety Stores	7	\$2,400
Food	203	\$330,100
Grocery Stores	140	\$286,800
Meat and/or Fish Markets	20	\$22,000
Retail Bakeries	20	\$4,000
Fruit and Vegetable Markets	0	\$0
Candy, Nut, and Confectionery Stores	5	\$1,600
Dairy Products Stores	2	\$400
Miscellaneous Food	16	\$15,300
Automotive	234	\$729,200
New and Used Car Dealers	75	\$524,300
Used Car Dealers Only	1	\$500
Auto and Home Supply Stores	68	\$68,300
Gasoline Service Stations	57	\$59,100
Boat Dealers	23	\$61,500
Recreational Vehicle Dealers	3	\$2,300
Motorcycle Dealers	5	\$3,500
Miscellaneous Automotive Dealers	2	\$9,700

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MARKET ANALYSIS TABLES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

**NORFOLK REDEVELOPMENT AND
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REVISED: NOVEMBER 16, 1995

Summary
Retail Trade (Establishments and Sales)
Norfolk City, Virginia

	Number	Sales (In Thousands)
Clothing	171	\$175,900
Men's and Boys'	37	\$71,400
Women's	46	\$24,300
Women's Accessory and Specialty	2	\$400
Children and Infants' Wear	9	\$4,200
Family	1	\$2,400
Shoe Stores	35	\$21,000
Miscellaneous Apparel and Accessories	41	\$52,200
Home Furniture/Furnishings/Equipment	158	\$264,000
Furniture	41	\$45,100
Miscellaneous Furniture	6	\$1,700
Floor Covering	17	\$36,000
Miscellaneous Home Furnishings	15	\$36,800
Household Appliance	10	\$6,100
Radio, TV, Consumer Electronics	15	\$30,700
Computer/Computer Software	36	\$93,800
Record, Prerecorded Tape, CD Stores	12	\$9,200
Miscellaneous Music Stores	6	\$4,600
Eating and Drinking Places	429	\$218,500
Restaurants	418	\$203,900
Bars	11	\$14,600
Drug and Proprietary Stores	39	\$62,400
Liquor Stores	11	\$6,000
Used Merchandise Stores	64	\$28,300
Antique Stores	23	\$3,300
Used and Rare Books	3	\$300
Other Used Merchandise	38	\$24,700

Summary
Retail Trade (Establishments and Sales)
Norfolk City, Virginia

	Number	Sales (In Thousands)
Miscellaneous Shopping Goods Stores	189	\$116,600
Biking and Sporting Goods	28	\$30,100
Bookstores	27	\$11,800
Stationery Stores	12	\$8,900
Jewelry Stores	41	\$17,500
Hobby, Toy, and Game Shops	26	\$12,400
Cameras and Photographic Supplies	3	\$17,700
Gift, Novelty, and Souvenir Shops	44	\$12,000
Luggage and Leather Goods	2	\$800
Sewing, Needlework, and Crafts	6	\$5,400
Miscellaneous	148	\$87,300
Nonstore Retailers	11	\$25,200
Fuel Dealers	0	\$0
Florists	34	\$11,700
Tobacco Stores and Stands	1	\$500
Newsdealers and Newsstands	2	\$800
Optical Goods Stores	16	\$4,700
Pet Shops	12	\$6,100
Miscellaneous Other	72	\$38,300

SOURCE: Claritas, Inc.;
Zimmerman Associates, Inc.

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MARKET ANALYSIS TABLES

EAST OCEAN VIEW
NORFOLK, VIRGINIA

NORFOLK REDEVELOPMENT AND
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REVISED: MAY 31, 1995
REVISED: OCTOBER 2, 1995
REVISED: NOVEMBER 16, 1995

Table 14

Selected Marinas
Norfolk, Virginia
November, 1994

Marina Location	Total Wet Slips	Number Avail.	Seasonal Changes in Availability	Monthly Rates	Included Service	Where owners from	Miscellaneous
Bay Marine Pretty Lake Avenue at 26th Bay Street East Ocean View	103	30	No	\$90-\$135 depending on size.	Water	Local: Norfolk, Va. Beach, Chesapeake, Hampton	More power boats. 2 transient slips are full.
Bay Point Marina Moore Estate East Ocean View	316	100	More avail. in winter	\$4.50 \$5.00 \$6.00 per boat foot as per lease length.	Water, various amenities: pool, laundry bathhouse	Norfolk, Va Beach, Chesapeake. Several own adjacent TH. Few or none from Ocean View.	Rarely fewer than 100 slips available. More in winter when owners take their boats south. This has yet to happen this year. Restaurant
Little Creek Marina Pretty Lake Avenue East Ocean View	130	15	Jan-March are slower - 75% full	\$4.85 \$5.10 \$5.82 per boat foot as per lease length.	Water 100 kw electricity	From within a large radius taking in Richmond and North Carolina. An equal number of out-of-staters to Virginians.	Dry storage - over 200 spaces depending on boat height and size. 90 to 95% full year round.
Clyde's Marina Pretty Lake Avenue East Ocean View	45	15	Varies	\$3.50 \$4.00 per boat foot	Water Electricity	Tidewater area	Restaurant
Cutty Sark Marina Pretty Lake Avenue East Ocean View	90	10	Same year- round	\$110-\$130 depending on size.	Water	Norfolk and Tidewater area. A few from out of town: Washington, Richmond, N.C.	Eatery
Taylor's Landing Shore Drive	225	55	Same year- round	\$5.50 per boat foot	Water Electricity	Norfolk Va. Beach	Upscale restaurant

SOURCE: Zimmerman Associates, Inc.

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MARKET ANALYSIS TABLES

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